



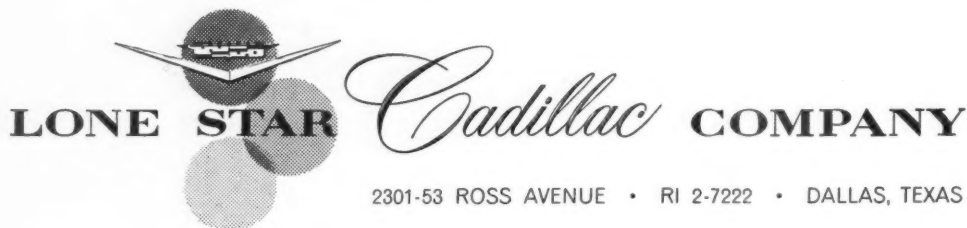
Dallas

JUNE • 1959

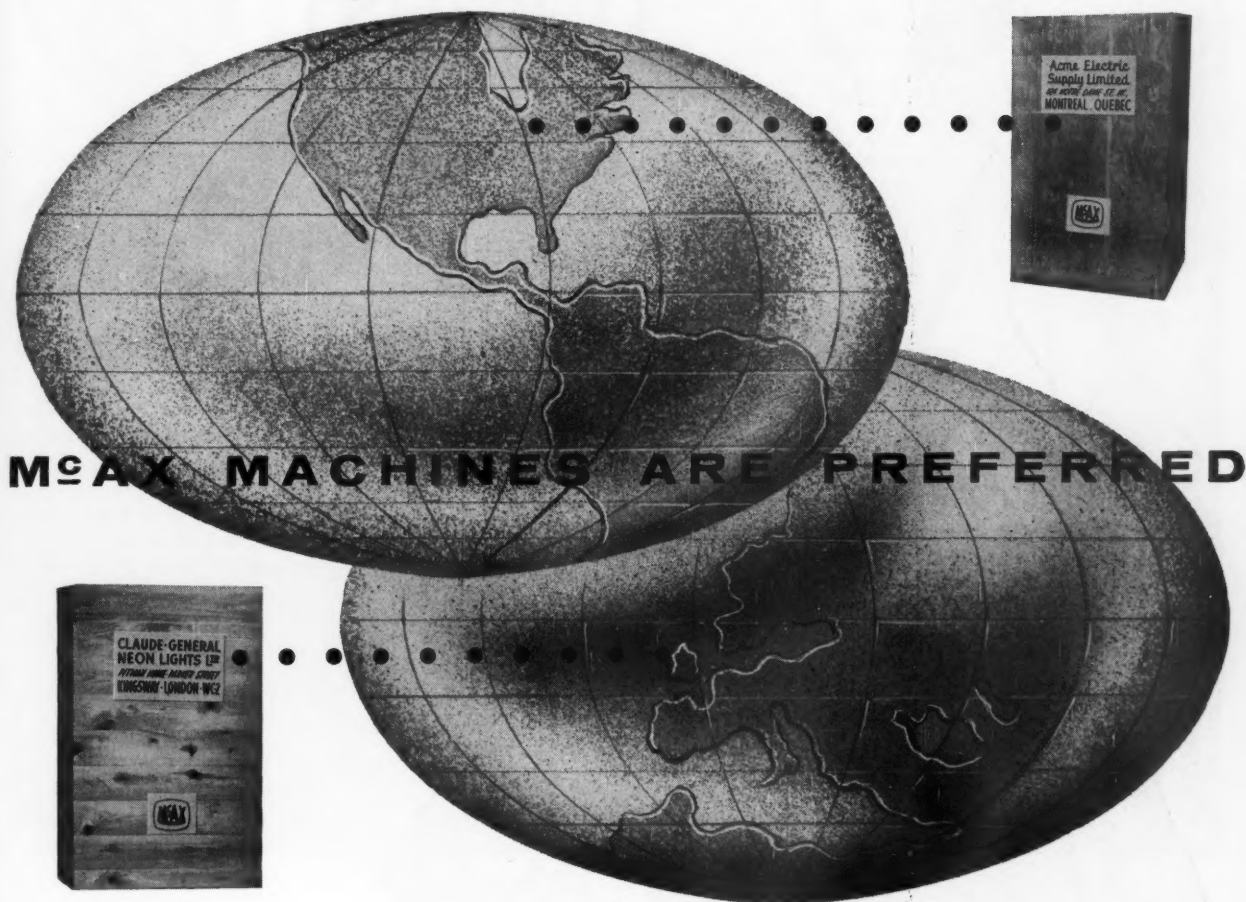


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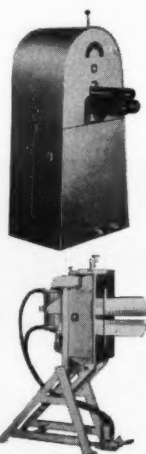
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designed exclusively
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newest in dallas

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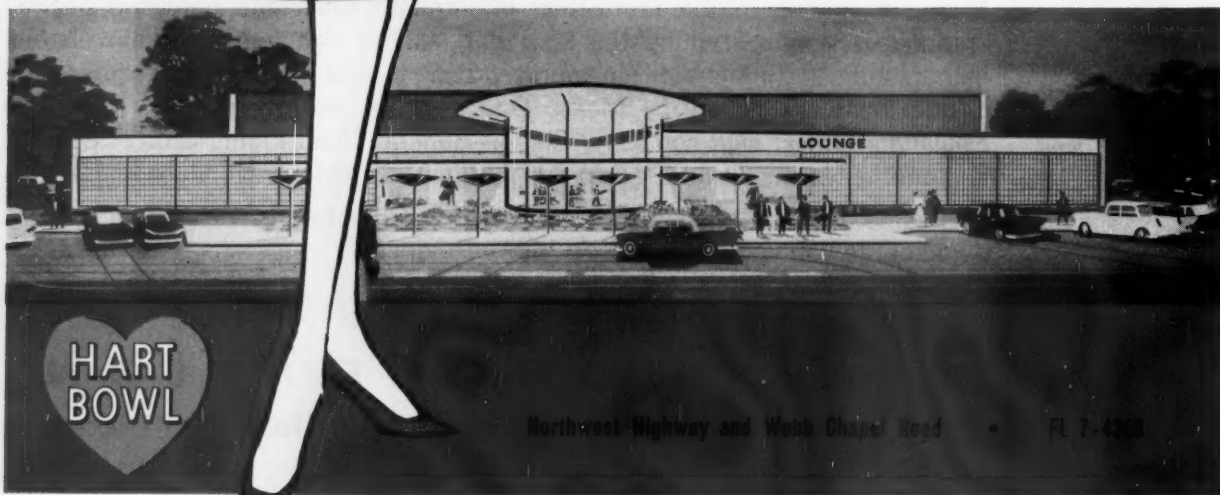
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Dallas' newest and finest bowling center brings you thirty-two Brunswick lanes in a line . . . with such added features as a nursery for the children and a modern grill serving the finest in food . . . beautifully appointed piano lounge serving your favorite refreshments.

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& LIGHT COMPANY**

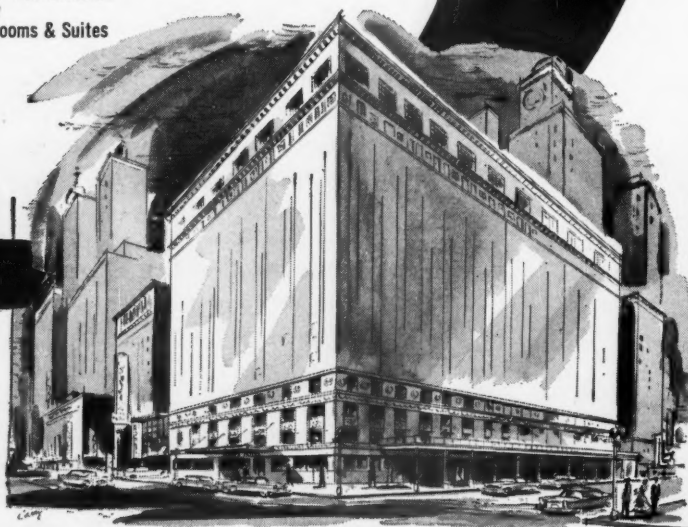
The
best-
planned,
most
successful
conventions
held
in
Big
D
are
held
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the
Baker.

Conventions returning year after year are our proud proof that people love the Baker. After all, people are our business and our only concern is to see that every convention, large or small, clicks with success, satisfies all. Eleven superb meeting rooms all on one floor, plus the fabulous sky-high Terrace Room will meet the qualifications of your convention. Smiling service, excellent food and reasonable rates sure to please the hardest to please. Completely air-conditioned, of course.

ROOM	DINING	MEETING
English Room.....	85	125
Tally Ho Room.....	45	50
Camellia Room.....	35	40
Rooms 1, 2, 3.....	135	150
(Individually, each room.....)	45	50
Room 4.....	30	40
Room 5.....	50	55
Crystal Ballroom & Lounge.....	1,300	1,500
Texas Room.....	185	225
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Completely Air-Conditioned
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Insist on a successful convention, insist on the Baker. For open dates, details and complete information for your next convention, write today to Fenton Baker, General Manager, Hotel Baker, Dallas.



HOTEL BAKER, DALLAS

DALLAS • JULY, 1959

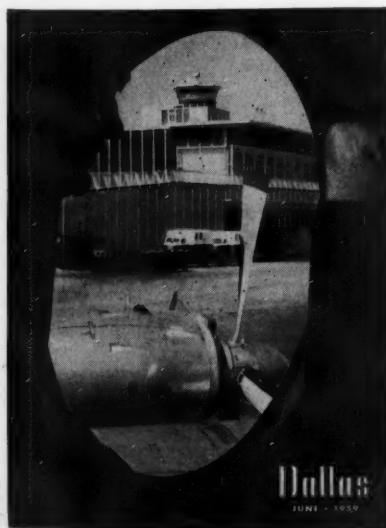
Inside DALLAS

Conventions — the milling crowds and the millions of dollars they bring to Dallas — provide the theme for this month's DALLAS. Hotels, those of today as well as those planned for tomorrow; motels; convention service groups; the dollars and cents aspect of conventions . . . all of these are covered, plus much more of this amazing Dallas industry.

One of the most thorough looks ever given the Dallas economy was taken by the Federal Reserve Bank of Dallas recently. Observations by such an authoritative source as the "Fed" should be of interest to all Dallas. Much of the report is reprinted in this issue.

Why is Dallas such a popular convention city? Many natives are not able to understand it. Seeking the reason, DALLAS went to Kiwanis International before their record-setting convention this month and put the question to them. Their answer is one of this month's most interesting stories.

Air transportation and modern conventions seem to go together. As people go farther to attend conventions, they choose rapid air travel as their means of transportation. A look at Dallas Love Field's new terminal by photographer Ed Miley from the inside of a plane—this one is a new Continental Air Lines jetprop Viscount—is on the cover. This could well be a convention visitor's "first look at Dallas." A complete story on the new jets at Love Field is also a part of DALLAS for June.



Dallas
JUNE 1959

Beechcrafts in Business • Number 6 in a Series



Wayne Cook, chairman of the board, and Travis Somerville, president, of Wayne Cook Associates, return to Love Field after a business trip to Jacksonville, Florida, in the firm's new Twin-Bonanza.

WAYNE COOK ASSOCIATES, Inc.

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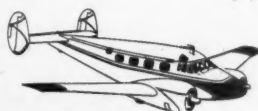
**will auction anything except their
new 1959 TWIN-BONANZA**



BONANZA



TRAVEL AIR



SUPER 18



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The Cook firm's slogan is "We Could Sell the World at Auction," but company officials are quick to say that they wouldn't auction their new Twin-Bonanza! "It makes money and saves time for us. We auction acreage, industrial and manufacturing plants, oil field equipment, heavy haulers, heavy contractors equipment . . . anything. We must be ready to go anywhere at any time. And we do it in our Twin-Bonanza," according to Mr. Cook.

Let a J. R. Gray man show you how a Beechcraft can make money and save time for your business firm.

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Dallas *Pioneers*



Established
1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Huey & Philp
Company
Wholesale Hardware, Hotel and
Restaurant Supplies & Equipment

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran
Insurance Managers

1875 First National
Bank in Dallas
Banking

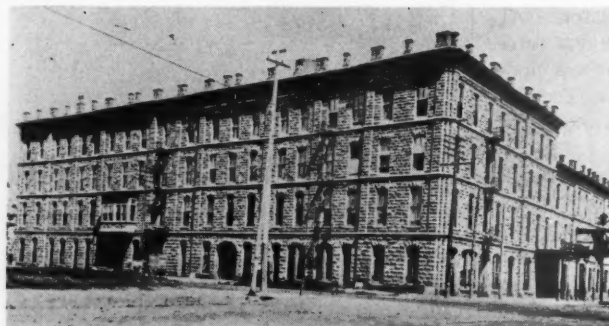
1879 Texlite, Inc.
Manufacturers of Porcelain Enamel
and Plastic Products for the
Sign and Building Industries

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1890 William S.
Henson, Inc.
Advertising Printing

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store



DALLAS hospitality in 1880 centered around The Grand Windsor Hotel. The elaborate "bowl and pitcher" establishment shown in the above photograph, was located on the North East Corner of Commerce and Austin and extended through to Main. Dallas boasted an "area population" of 25,000 at this time and Dallas night police officers carried oil lanterns. This establishment headlined Dallas' convention facilities until it was eclipsed by the Oriental Hotel in 1893. In 1904, Otto Herold, a St. Louis banker, moved to Dallas to head this establishment. One of the features of the Old Oriental, was a complete laundry housed in its basement. In 1910, Otto Herold moved the laundry to its present location at 1714-20 Wood Street. Today, from this location as headquarters, The Oriental Laundry has branches throughout the Metropolitan Area. Otto Herold is Chairman of the Board and Alvin Herold is its president. As Dallas' oldest living hotel man, Otto Herold has witnessed the hotel development of Dallas for more than a half-century. Dallas first Bois d'arc paving blocks were laid in 1884. The building of the Adolphus, the Baker, the Statler-Hilton and the opening of the new Sheraton-Dallas this year have made Dallas one of the leading convention cities of the nation. And the center of Dallas night life has definitely moved East from the original townsite that served the "carriage trade" of four decades ago.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established
1898 Praetorian Mutual
Life Ins. Co.
(Formerly The Praetorians)

1899 Seay & Hall
All Lines of Insurance

1902 Hunter-Hayes
Elevator Co.
Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines
Inland Marine, and Automobile
Insurance

1903 First Texas Chemi-
cal Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

1905 Rubenstein &
Sons, Inc.
Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rite Shelled Pecans

1910 Moser Co.
Realtors
Industrial and Commercial
Leases and Sales

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

1914 Texas Employers
Insurance Ass'n.
Workmen's Compensation
Insurance

CONTENTS THIS MONTH

HAL DAWSON
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	Page
Inside Dallas	7
Washington Report: The Imbroglio of Foreign Aid	11
Kiwanis Leaders Tell Why They Chose Dallas	12
Dallas' Luxury Hotels Win Visitors	16
Success Story: The Dallas Convention	19
Dallas Secures Lead As Top Convention City	20
Behind the Scenes: Professional Convention and Trade Show Services	22
Dallas Joins the Jet Age	24
Excellent Motels Appeal to Dallas Visitors	26
Dallas of Tomorrow Lauded in Federal Reserve Survey	28
Dallas Geared to Serve the Modern Buyer	32
Membership Committee Rides Over Half-Way Mark	36
King Baudoin Visits Dallas	49
Women In Business: Verna Brock	52
Young Men Going Places: Rex Beasley	74
Pioneer Pages	8, 97
Ad Index	96

Dallas

VOLUME 38

NUMBER 6

JUNE

1959

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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Advertising rates on application. Subscription rates: \$5.00 per year. Single copies, 20 cents. Foreign, \$6.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Reprint permission on request. Offices 1101 Commerce Street, Dallas 2, Texas. Telephone RI 7-8451. DALLAS is owned and published by the Dallas Chamber of Commerce. Its objective is to assist the Dallas Southwest in achieving a sense of unity and cooperation by presenting articles which may prove interesting and informative to businessmen. Neither DALLAS nor the Dallas Chamber of Commerce stands sponsor for or is committed by the views expressed by authors in these articles.

*"Why don't you give the First in Dallas
an opportunity to say YES"*



FIRST NATIONAL BANK IN DALLAS
Member Federal Deposit Insurance Corporation

DALE MILLER'S

WASHINGTON

REPORT



The Imbroglio of Foreign Aid

The tragedy of Mr. Dulles' death, the portentous conferences of foreign ministers, the crisis over Berlin, the *opera bouffe* of Mrs. Luce's confirmation to an ambassadorial post and her subsequent resignation, the continual visitations to our Capital City of numerous monarchs and heads of states, the trenchant revolt developing in Congress against basic provisions of the foreign aid program — all these events and others have moved kaleidoscopically across the Washington scene in recent weeks and have stimulated the most searching inquiry into American foreign policy that has been evident here in many a year. And to this point, at least, the inquiry has been notably non-partisan, proponents and opponents of various aspects of the policy crossing party lines.

Centered on the political stage is the Administration's annual request for appropriations for the next fiscal year for foreign aid (euphemistically referred to these days as "mutual security"), and something in the neighborhood of \$3,900,000,000 is the amount being sought this time. Even to a government accustomed to dealing in astronomical figures three-point-nine billions is regarded as a fairly substantial sum, averaging out to more than ten million dollars a day which the American taxpayers are being adjured to distribute among dozens of countries throughout the world. A little more than six million out of the ten to be expended every day is earmarked for military aid, with most of the remainder scheduled for dissemination as outright economic grants.

For more than a dozen years this "diplomacy of dollars" has been the foundation of American foreign policy, and during that time it has been somewhat sacrosanct politically, since only the most foolhardy among those skeptical of the soundness of its basic premises would risk the ignominy implicit in the suspicions of isolationism and inhumanity by suggesting some opposition. This is particu-

larly true because the program was first established in respectability as the Marshall Plan, a well-conceived political instrument designed to rehabilitate the economies of those nations devastated by the war.

But the respectability of the Marshall Plan lay as much in its projected span of life as in its objectives. It was instituted at the outset as a six-year program, a decent period which enabled any improverished nation to accept its benefactions without loss of self-respect. But to anyone familiar with the proliferation of bureaucracy—which means everyone old enough to have experienced the political trends of the past quarter of a century—it should have been obvious that such a plum of privilege, involving the spending of billions of dollars a year, would not be routinely surrendered once it had been arrogated. The Marshall Plan thus burgeoned into an enduring function of government, its pristine objectives becoming submerged and distorted, and its temporary economic assistance becoming permanent financial largess.

The extent to which American foreign aid has spread and distended across the earth is almost unbelievable. In many small nations, like Laos, for instance, the millions of American dollars funneled in each year amount to several times their own annual budgets. In many other nations our prodigal largess has served only to entrench existing dictatorships or monarchies, in contradiction of our own quixotic notion that it buttresses the "free world"; and in more than one country it has fattened the ruling classes just enough to induce the Communists to consider it worthwhile to overthrow them, which they have proceeded forthwith to do. Myriad millions are spent each year in countries where more than 80 per cent of the people are illiterate, with virtually no real conception of money, and since they administer the funds themselves as

sovereign nations, waste is widespread and corruption commonplace. As one American official dolefully expressed it: "Can you imagine the experience of accepting statistics from a man who doesn't know how to count?"

The military aid features of the program are as suspect as the economic phases, with the added frustration that they are enveloped largely in secrecy—first, because of the supposition that the Soviets would relish having a breakdown of such statistics, though it would seem that even an elementary espionage system could develop a general idea of it among the recipient nations; and second, because of the realization that any public disclosure of such information would produce bickering and disputes among the recipients, over who got how much more than whom, and why. In any case, the average Congressman who conscientiously attempts to evaluate the military aid program with the aid of some pertinent information has no trouble finding out that such information is unavailable to him. What he does have access to, however, are reports brought back from

Boon or boondoggle: The time is ripe for a searching inquiry into the merit of "dollar diplomacy".

abroad by Congressional investigating committees, which revealed that huge supplies of weapons and equipment distributed under the military aid program are deteriorating in old warehouses or rusting in fields because of the failure of the indolent recipients to service or maintain them.

There is no disposition here to indict the foreign aid program *in toto*; indeed, there are sensitive areas throughout the world where it has served a useful purpose. But there is a disposition to undertake a searching examination of its vastly ramified activities to determine how much of it is a boon, and how much a boondoggle. And some thought should be given to a new Marshall Plan, in reverse—a planned withdrawal, gradually and over a period of a specified number of years, of a program which inordinately burdens the benefactor, and demeans and degrades the recipients of his bounty.



Kiwanis Leaders Tell Why They Chose Dallas

(EDITOR'S NOTE: Why is Dallas a popular convention city? Why do top national groups choose it for their meetings? DALLAS felt the answer to these questions could best come from just such a top group. As Kiwanis International was completing plans in early June for their just-completed Dallas convention, we asked that they tell us why they chose Dallas. Here is the Kiwanis answer.)

"There's a feeling in the air; something you can't describe, when a convention is headed for success; and that's the way it feels in Dallas."

So spoke Merle H. Tucker, trustee of Kiwanis International from Gallup, New Mexico, and chairman of the organization's Board Committee on Convention Program, after the initial meeting of his committee in Dallas last December.

"It isn't always like that," Mr. Tucker added. "But when it is; when the combination of good facilities, a popular community, and genuinely hospitable people exists, then you know your convention will be a great one."

Subsequent events, according to Otto Eisenlohr of Dallas, Chairman of the General Convention Committee have backed this prediction to the hilt. Mr. Eisenlohr heads a group of more than a thousand Dallas-Fort Worth area citizens who have been working since the first of 1959 on local arrangements for the convention.

"Everywhere we've turned, we've met with open-handed cooperation," says Mr. Eisenlohr. "Our 15,000 guests won't want for a thing here in Dallas — and they won't forget us for a long, long time."

The Dallas convention of Kiwanis International will be the organization's 44th; its first in Texas since 1935; and the first it has ever held in Dallas.



"WE WANTED to come to the Southwest, but there wasn't any community which could handle us — until we considered Dallas."

"Selection of Dallas for the Kiwanis convention site was a natural," said Mr. Tucker. "As we grow larger, our requirements, naturally, increase the demands we make upon a host community. For example, we must have 6,000 to 6,500 first class rooms; we must have good auditorium seating for a minimum of 12,000 people, and adequate hotel public rooms for luncheons, dinners, and large committee meetings. Dallas excels in every one of these requirements," Mr. Tucker added.

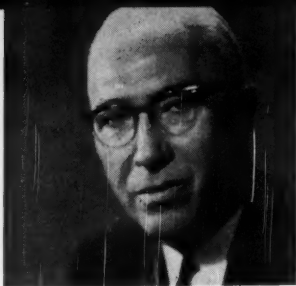
He pointed out that the Tuesday evening period of each convention session is devoted to "District Dinners," each of

which is a "miniature convention in itself." Some of these attract nearly a thousand people; and there are as many as 30 of them scheduled simultaneously around the convention city. The Kiwanis Convention Committee was satisfied that Dallas hotels possessed facilities for these district dinners.

Dallas was first "surveyed" by the Kiwanis convention manager four years ago. He reported his findings to the Kiwanis Board Committee on Conventions which, in turn, reported favorably on Dallas — as a site — to the entire Kiwanis International Board. The Board considered the report, found the Dallas facilities to be adequate, and moved to accept the invitation of Dallas to hold the International convention here.

Kiwanis, like every other international and intersectional organization, has watched the American Southwest mushroom in importance and in population. "We wanted to come to the Southwest for a convention," said Kenneth B. Loheed, of Toronto, President of Kiwanis International, "but there simply wasn't any community which could handle us — until we considered Dallas."

"We like to hold our conventions in important regional centers," he added, "because at convention time we can 'emphasize' Kiwanis in the area and, at the same time, make an International convention available to hundreds of our mem-



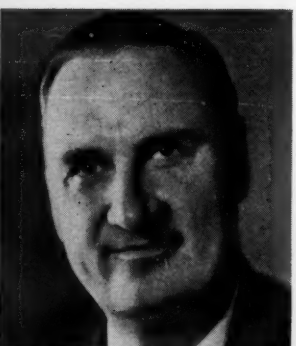
KENNETH B. LOHEED
President



OTTO H. EISENLOHR
Convention Chairman



MERLE H. TUCKER
Trustee



O. E. PETERSON
Secretary



ROBERT W. TRUCKSIS
Convention Manager

bers close by who might not otherwise be able to attend such a function."

Mr. Loheed commented on the excellent strategic location of Dallas as a convention city, noting its superb transportation facilities, and the excellence of its public accommodations.

Another Dallas feature which tipped the scales in the city's favor was its ability to provide "off-hour" entertainment for conventioners and their families.

Kiwanis conventions, traditionally, are family affairs. While the men are in session during the morning and afternoon periods the women shop, or attend specially-scheduled functions in their honor. Here in Dallas both the shopping facilities and the entertainment potential are directly in keeping with Kiwanis' high requirements. This year, Kiwanis ladies attended a Neiman-Marcus style show, and a locally-produced musical comedy at State Fair Park.

Meanwhile, Kiwanis' "junior guests" — the teen-agers in the crowd — were entertained on the State Fair midway, at a Mesquite, Texas, rodeo, and at a nearby dude ranch.

A Kiwanis convention, customarily, brings \$2 to \$2½ million of new money into a community; money, which — because of the nature of Kiwanis conventioners — is spent, not frivolously, but in shopping, and in payment for high-class entertainment. "The more spectacular forms of convention-ing are less important to our people than is spending money with Main street merchants, restaurant owners, hotel-keepers, and theater owners," says Robert Trucksis of Chicago, Convention Manager for Kiwanis International.

Mr. Trucksis has maintained a full-time Kiwanis convention office in Dallas since February 1 of this year. He and his staff, which includes his own Chicago-based secretary and five Dallasites, have supplemented the work of Mr. Eisenlohr's General Convention Committee. All reservations, all local hotel, restaurant, transportation, service and supply contacts connected with the convention have been handled by Mr. Trucksis' office, or with his assistance. Before the convention Mr. Trucksis moved his office force from its present headquarters at the Adolphus Hotel into the Memorial Auditorium. There, he was joined by a special Kiwanis Convention "task force" of about 25 full-time employees from the organization's General office in Chicago. This "task force" is headed by Kiwanis' long-time secretary, O. E. Peterson.

It includes an office management section, and personnel for handling finance, program planning, stage management, public relations, mimeographing, and even the editing of the Kiwanis Convention Daily, which was issued for five consecutive mornings during the convention's stay in Dallas. All these behind-the-scenes people lend full-time support and assistance to Otto Eisenlohr's committee.

Key figures on the General Convention committee include Mr. Eisenlohr's two co-chairmen: Hobart D. Turman, Immediate Past President of the Kiwanis Club of Dallas, and William W. Wilson of Dallas. There are four associate chairmen; J. Byron Landress, Lawrence Martin, F. B. Sebastian and Tim Welch, all of Dallas.

C. Lewis Turner, of Dallas, is chairman of the important Ladies Entertain-

"WHILE THE MEN are in session, the women shop."



"TEEN-AGERS are entertained at a Mesquite rodeo."

ment Committee. His co-chairmen are Buford R. Owen, Mrs. Josephine Bagley and Mrs. Fay Seitzler, all of Dallas.

In addition, there are chairmen for committees on City Transportation, Credentials, Decorations, First Aid, Halls and Equipment, Hotels, Information and Outings, Junior Guests, Meetin' House (the general lounge area for conventioners, located on the ground floor of Memorial Auditorium) Ministers for Invocations, Music, Police Courtesies, President's Reception and Ball (which featured the music of Harry James and his orchestra) Publicity, Rail, Air and Steamship contracts, Reception and Registration.

The acceptance of Kiwanis' Dallas convention is evidenced by the high calibre of speakers the organization attracted for its program. They are headlined by the Kiwanis International president, himself, of course, Kenneth B. Loheed of Toronto; and by well-known figures in various fields of American and Canadian endeavor. General Alfred M. Gruenther USA(ret.), President of the American National Red Cross, who spoke to conventioners on Thursday morning June 18. Other "outside speakers" were the Right Reverend James A. Pike, Bishop of the Episcopal Diocese of California — a churchman known to millions of Americans through his weekly ABC-TV network show. Dr. George S. Benson, famed spokesman for "The American Way of Life," spoke on Monday. Benson is President of Harding College in Searcy, Ark. On Tuesday, Douglas White Ambridge, President of the Abitibi Power and Paper Company in Toronto occupied the spotlight; and on Thursday Lieutenant General Frederic Smith, USAF, Commander, Air Training Command, Randolph Air Force Base, Texas spoke briefly as he presented the Secretary of the Air Force citation to Kiwanis International for its continuing work with the Air Force on behalf of readying the youth of America for "Air Age Living."

In addition, the famed Kilgore Rangerettes occupied the Kiwanis rostrum, as did the Air Force's Keesler Choral Group from Biloxi, Miss., Harry James and his orchestra, Broadway stars Shirlye Jones and Jack Cassidy, and 30 Kiwanis or Kiwanis-sponsored amateur musical groups.

"Every year we say the current convention will be the best one yet," summarized Committee Chairman Merle Tucker, "but this year I think we'll be astonished at just how good a convention can really get."



"WE MUST have 6,000 to 6,500 first class hotel rooms."



"ANOTHER DALLAS feature was its ability to provide 'off-hour' entertainment for conventioners and their families."



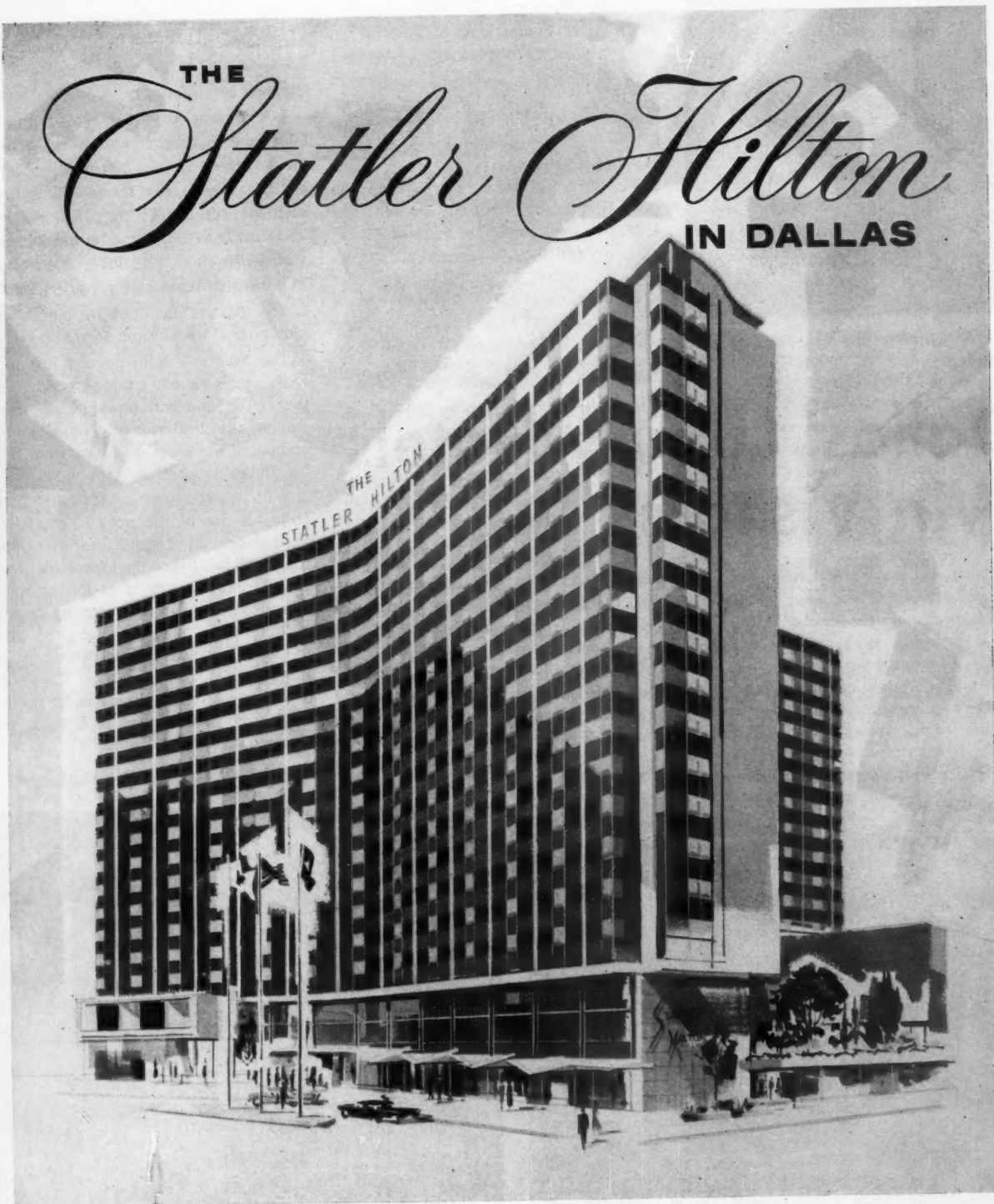
"... must have good auditorium seating for a minimum of 12,000 people."



Conrad N. Hilton, President

Joseph A. Harper, General Manager

THE *Statler Hilton* IN DALLAS



Your finest convention facilities...



DALLAS' private dining rooms fit any occasion.

Dallas' Luxury Hotels Win Visitors

Dallas is a city whose hotels have won it national fame. These same hotels have also been responsible for the stature Dallas now enjoys as a major convention center. For many years, Dallas was well known as a convention center, but it was unable to compete for the large groups because of the shortage of hotel rooms.

HOTELS provide outstanding ballrooms.

The lack of a large convention hall was also a factor in keeping Dallas a small-time convention city.

In 1956, however, the Statler Hilton Hotel was opened. This beautiful downtown hotel added another 1,000 rooms to those already made available by the Baker and Adolphus hotels and put Dallas in a much more competitive position to go after the larger conventions. With the opening of Dallas Memorial Auditorium in 1957, Dallas was in the convention big-time. The year 1958 saw great success for Dallas, and even greater success is being experienced this year.

The Sheraton-Dallas Hotel, just opened this spring, added another 600 first-class hotel rooms to the Dallas convention picture, making the city even more attractive.

It is these four major downtown hotels which must loom large in the convention scene. Their first-class, air conditioned hotel rooms are a key factor in luring con-

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DALLAS lists the new hotels and motels already planned. These rooms—and those already on the way—permit Dallas to be able to handle almost any convention, putting few limitations on the Dallas Chamber's Convention Bureau or on the sales personnel of the various hotels.

The famed Baker Hotel is the closest major downtown hotel to the Auditorium. It includes 600 newly decorated and entirely air conditioned bedrooms and suites.

For conventions, the Baker can provide 12 public meeting rooms, which accommodate from 35 to 1,500 people. Eleven of these rooms are on the mezzanine floor, with the Terrace Room, called the only "Top of Town" meeting room in Dallas, on the 17th floor. The Baker also features its consistent reputation for fine food.

The Baker's facilities include a new motor drive-in lobby and a parking garage.

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With 1,001 guest rooms, the Statler Hilton is one of the city's largest hotels. It includes 11 highly flexible meeting rooms, all located on the mezzanine. These rooms range in size from the combined Grand Ballroom, with a meeting capacity of 2,200 and a banquet capacity of 1,500, to the El Corralito Room, with only 240 square feet, for small groups. The flexible arrangement of the rooms make possible almost any size meeting or banquet area between these two extremes.



THE STATLER HILTON typical of luxury

For dining, the Empire Room supper clubs; the and the Saddle 'N

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Adolphus Hotel



Sheraton-Dallas





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Also featured by the Adolphus are a connecting garage for parking 600 cars, elevators, with a motor lobby and elevator take guests directly to their floors.

The Adolphus includes three famous restaurants, the Century Room for dinner



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For dining the Sheraton offers Cafe D'Or, a richly elegant supper club; the Town Room, serving hotel guests as a coffee shop by day and intimate dining room by night, and the Minute Chef, counter service restaurant. Opening this fall will be another restaurant on the 36th floor of Southland Tower.

Also in the downtown area are a half-dozen other major hotels which are slightly smaller than the four large ones. They include the Dallas, Southland, White Plaza and Travis Hotels. Another 20 hotels, including the Stoneleigh and Melrose, are located in outlying areas. All these, plus the Dallas motels, are filled to capacity when a major convention comes to Dallas. In fact, the huge Kiwanis gathering even filled 1,000 Fort Worth rooms.



Baker Hotel



Statler Hilton



DALLAS' private dining rooms fit any occasion.

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Dallas' Luxury Hotels Win Visitors

Dallas is a city whose hotels have won it national fame. These same hotels have also been responsible for the stature Dallas now enjoys as a major convention center. For many years, Dallas was well known as a convention center, but it was unable to compete for the large groups because of the shortage of hotel rooms.

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Adolphus Hotel



Sheraton-Dallas

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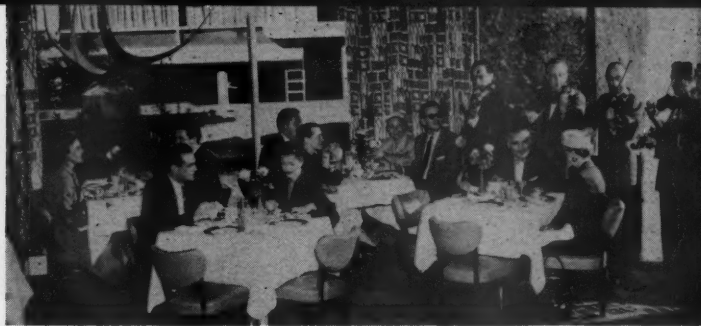


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Baker Hotel



Statler Hilton



TIMESAVING

When speed is essential to your national and international banking transactions, Republic National Bank's world-wide correspondent network saves you time and worry, assures you of fast, dependable service. This, plus experience, facilities and an interest in your financial requirements make Republic the "business man's bank." How may we serve you?

REPUBLIC NATIONAL BANK OF DALLAS

CAPITAL AND SURPLUS \$100,000,000 • LARGEST IN THE SOUTH

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



Success Story:

THE DALLAS CONVENTION

Both City and Convention Gain When Site is Dallas

Dallas means "success" to a convention. Meetings held here are establishing a tradition of success envied by other convention cities.

But what do conventions mean for Dallas?

They mean many things to the city, but one of the most important is money — dollars and cents spent in Dallas to remain here after the convention leaves.

Convention visitors to Dallas in 1958 spent more than \$62 million in the city. This is a far cry from the \$11.3 million of just 10 years ago — and the future is even brighter.

Conventions are truly one of Dallas' largest "industries," and they are an industry that is thriving and growing throughout the nation and particularly here in the Southwest.

More than 200 national, state and regional conventions were held in Dallas last year. Their attendance, combined with the market and trade shows and sales meetings, totaled an estimated 462,000 visitors to Dallas. These visitors released \$62,092,800 into the Dallas economy in 1958.

Dallas Chamber of Commerce records show that attendance at conventions totaled 175,000. Another 162,000 attended market shows, with 125,000 coming to Dallas for sales meetings and other business gatherings. Each visitor spent an average of 3.84 days in the city and spent \$35 per day. These "average" figures are based on a Convention Delegate Expenditure Survey, applicable to Texas, made under the auspices of the International Association of Convention Bureaus.

A total of 72 national conventions, in-

cluding four international, met in Dallas in 1958, and 25 of these had an attendance of over 1,000. The largest were Rotary International with 15,670; American Dental Association with approximately 12,000, and the Southwest Metals Exposition with a registered attendance of 17,183. State associations accounted for 84 meetings, with ten of these registering more than 1,000.

Chamber records show that in 1948 convention, sales meeting and market show visitors spent only \$11.3 million in Dallas. The figure has risen steadily — and rapidly the past three years — to the current high mark of slightly over \$62 million, up almost \$12 million from the 1957 figure of \$50.2 million.

Where does this money go?

In short, it goes to almost every businessman of Dallas. It goes directly to many, while others receive it by more delayed routes.

Of the \$62 million-plus left in Dallas by conventioners last year, Dallas hotels and motels received \$27.5 million, more than the entire convention business in Dallas just six years ago in 1953. Of this \$27.5 million, hotel-motel restaurants took approximately \$8 million.

Although this hotel-motel share is the largest portion of the convention dollar, it is one that assures the cash will remain

(Continued on Page 60)

Dallas Secures Lead As Top Convention City

Dallas today ranks as one of the leading convention cities of America. And from all indications, its position among leading cities is secure for many years to come.

An ever-growing backlog of major conventions offers concrete assurance that Dallas will continue to be as popular to conventions as it is today. It is this popularity that causes conventions to come back to Dallas time and again. This "return" convention business is another reason for the increasing importance of Dallas in the national convention picture.

Among the top ten convention cities of America, Dallas is the only one south of Washington, D. C., and east of Los Angeles. Only the traditional Eastern convention centers rank ahead of Dallas.

The rankings are based on new convention bookings during the 12 months ended June 30, 1958, as reported by 57 member cities to the International Association of Convention Bureaus, and listed in the Bureau's Monthly Bulletins.

The cities ranked by number of conventions booked:

1. Washington 338
2. Chicago 256
3. New York 232
4. Boston 199
5. Philadelphia 181
6. Detroit 161
7. Los Angeles 152
8. Atlantic City 146
9. Dallas 132
10. St. Louis 127

Top Texas city in the list, other than Dallas, was Houston, which ranked a distant sixteenth.

Conventions now on the books for Dallas — and that already includes almost 100 that will bring over 1,000 visitors to the city for their meeting — fill 12 pages of small type on the quarterly Convention List published by the Convention and Visitors Bureau of the Dallas Chamber of Commerce.

It is this Bureau that works constantly to keep that list continually growing longer, trying to lure new conventions here as well as attempting to please those who have already selected Dallas.

Their success, that of Dallas hotels —

**BIG
TEX
says
come
to
DALLAS**



indeed, all of Dallas—in making conventioners feel welcome here is shown by the large number of major conventions that have returned here for another meeting.

Hotel rooms in Dallas for the period, Oct. 16-19, 1967, are already committed for the national convention of the Mortgage Bankers Association of America. This is the most extreme example of Dallas' convention backlog, but it is also the most impressive. The mortgage bankers met here two years ago and were impressed with Dallas. They wanted to return but their schedule and that of the Dallas hotels could not be made to fit together until 1967.

There are some exceptions, but ordinarily national conventions move from city to city, making their return visits—except, perhaps to New York or Chicago—many years apart. The theory behind this practice is that the convention should be held in different parts of the country, in order to make it as attractive to one section as to another, and that regular convention-goers want to visit different cities.

Dallas violates this theory in a number

of ways. Geographically, it is probably the nation's most centrally located major convention city. Almost equidistant from the two coasts, it is convenient to any point in America, particularly with the excellent air service that Dallas has earned. And the popularity of Dallas with convention visitors has made them want to return here. Many large national conventions had always wanted to come to the Southwest, but until the opening of Dallas Memorial Auditorium and the new hotels and motels, no Southwestern city was able to host the larger groups. The past two years have proved that not only are these conventions anxious to visit the Southwest—particularly Dallas—but they are eager to make a return visit also.

Dallas' first million-dollar convention was the February meeting last year of the National Rural Electric Cooperative Association. It was their first meeting here, and it was the largest national convention Dallas had ever hosted, up to that time, in terms of dollars spent by delegates. One of their chores at the Dallas meeting was to select a city for their convention in 1961. New York, Miami, Atlantic City, all the major convention cities were bid-

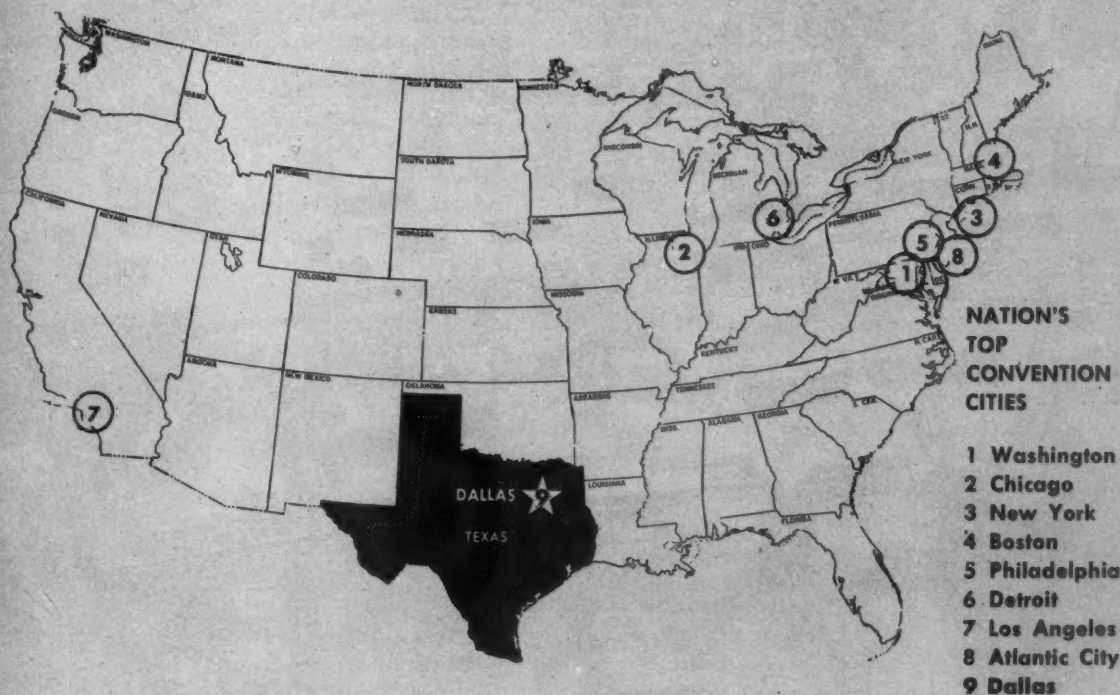
ding for the meeting, Dallas, as current host, did not present a bid.

The Association voted overwhelmingly to return to Dallas, and they let local citizens know that we could expect many visits from them in the future.

The story is repeating itself time and again. The U. S. Savings and Loan League will bring some 3,500 guests to Dallas in November. Even while their convention was still months away, they became so pleased with Dallas that they booked a return engagement in the city for November 1965.

The Society of Petroleum Engineers of AIME meets regularly in Dallas every other year. In their non-Dallas year, they alternate between other United States cities. The popularity of Dallas, even on a year-after-year basis, is shown by the fact that their Dallas attendance almost always exceeds their non-Dallas attendance.

There are a number of other groups, both large and small, that have selected Dallas as their regular meeting place. One of the largest is the regular spring meeting of the Texas Cotton Ginners Association, which brings some 6,000 to Dallas annually.



Behind the Scenes

Professional Convention and Trade Show Services another expanding Dallas industry.

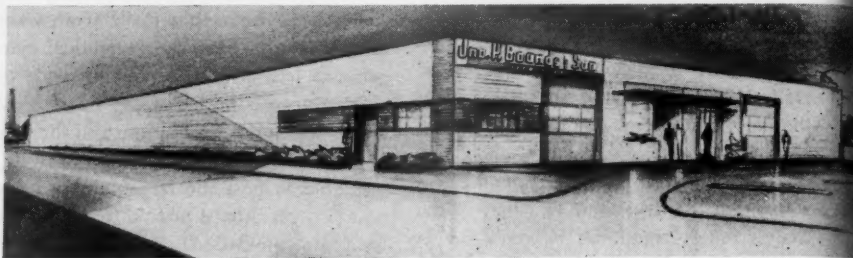
by Tom McHale

Massed crowds of delegates from Kiwanis and Rotary converging on Memorial Auditorium — crowded lobbies in the new Sheraton-Dallas, the Statler-Hilton, the Baker, Adolphus and other hotels — Trade Marts and the Merchandise Mart jammed with buyers from over the nation — these are the outward signs of Dallas' phenomenal growth as one of the

major convention and trade show centers of the nation.

Behind the crowds attending markets and trade shows; behind the imposing hotel and exhibit structures of new Dallas, behind the publicity and pictures on

This corps of experts includes everything from convention and exhibit planners to skilled workmen. It includes the professionals in the many facets of convention and trade show activity who work with the volunteer committees and paid



ARCHITECT'S SKETCH shows \$125,000 office and warehouse now being erected for John P. Bounds & Son at 3102 North Harwood.

national figures attending these events, are a group of important people and firms the public never hears about. Operating behind the scenes to make these mass events possible is a fast growing group of individuals and firms who make the smooth functioning of conventions, markets and trade shows a reality.

staffs of national organizations who helps schedule events, set up exhibit facilities, provide mass feeding and other necessities incident to these events.

This is fast becoming another important segment of Dallas business and this growing back-log of convention and trade show "know-how" is an essential part of

AMERICAN ASSOCIATION of Petroleum Geologists exhibits at Memorial Auditorium.



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DRAMATIC BACKGROUND for Awards Banquet during 1958 Air Force Association Convention at Memorial Auditorium installed by Freeman Decorating Co. Adolphus, Baker and Statler Hilton Hotels catered this event.

Dallas' convention and trade show "selling kit." Those who have attended major national conventions know that it takes only one major mistake to ruin an otherwise successful event. The existence of this solid group of professional convention service personnel in Dallas means that their experience provides insurance against mistakes and inefficiency and makes for successful conventions and trade events.

The men and women in this group include the professionals in the management and staff group of the Convention Department of the Dallas Chamber of Commerce. It also includes the executives, sales managers and the catering and service staffs of Dallas' leading hotels. It includes the Auditorium management and working staff and the same group at Fair Park. It includes the management and personnel of the Trade Mart, the Furniture Mart, Decorative Center and Merchandise Mart. And it also includes the management and service staffs of the specialized convention and trade show service organizations operating in Dallas.

The value of any given national convention or trade show to Dallas in terms of

money spent is not necessarily measured by its attendance figures. Many of the relatively modest national conventions, in terms of attendance, carry large trade shows with major exhibits that require a tremendous amount of exhibit space. An example of this was with the Air Force Association Convention held in Dallas last year.

The same high value attaches to recurring markets. A national convention may come back to Dallas once every ten years and in unusual instances five years. Recurring markets and trade shows bring the same people back to Dallas year after year and provide a much higher level of business over a decade than even the largest national conventions.

Markets are "old hat" in Dallas because wholesale trade has been a major part of the Dallas economy for more than half a century. During the post-war years Dallas has expanded its markets in size and into many new lines. It has become one of the major furniture and gift markets of the nation. Its leadership in fashion has expanded to national proportions. Its new mass exhibit and hotel expansion has placed Dallas in a position to compete for

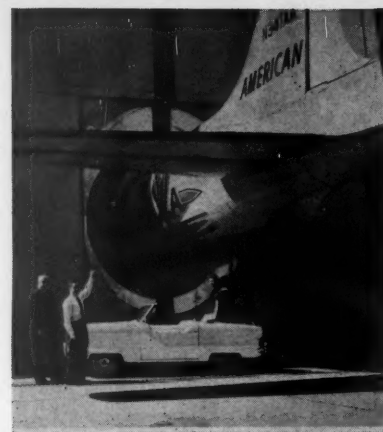
the largest markets and trade shows in the nation as well as the largest conventions.

Adequate service facilities, as well as space, are necessary factors in competition for these events. This evolution of Dallas into the top echelons of competition has brought about the expansion of existing convention and trade show service organizations, and the establishment of branches and facilities in Dallas by national service firms.

One of the largest decorating contractors to locate in Dallas during the post-war period is the Freeman Decorating Co. This firm has handled some of the largest national conventions and trade shows. Another new firm beginning business in this field in Dallas is Bruce Hedrick Southwest Decorators. This firm has other Southwestern offices. The Dallas operation will be directed by Bruce Hedrick, who is well known in Dallas because of his long connection with another leading firm in this business.

John P. Bounds & Son, Dallas pioneer firm in this field was organized in 1906. This firm is now building a \$125,000 building which will enable it to expand its services and bring all its stock of con-

(Continued on Page 61)



AMERICAN gains maximum use of its new hangar with elliptical doors which will fit tail sections of both the DC-7 and 707 Jet Flagships.

DALLAS JOINS THE JET AGE

DELTA AIRLINES' pure jet, DC-8.



Dallas will become the eighth city in the nation—and the first in the Southwest—to provide service on pure jet airliners early in July. When the first American Airlines 707 Jet Flagship leaves for New York on July 12, the transition of Dallas Love Field to the jet age will be complete.

First jet service from Love Field came on April 1 when Continental Airlines began schedules of the jet-prop Viscount to El Paso, Amarillo, Lubbock, Midland/Odessa and Albuquerque. American brought the next jets in on May 17 when its Lockheed Electra began service to New York, with flights to Chicago and Washington beginning a few days later.

Braniff Airways inaugurated jet service with the Electra on June 15, flying to New York, Chicago, San Antonio and Houston.

Dallas' fourth trunk-line carrier, Delta Airlines, will bring in still a fourth plane in early fall when they begin serving New Orleans and Atlanta with the pure jet Douglas DC-8. Dallas will be one of seven

Delta cities to receive initial service from the huge 119-passenger plane.

Braniff is scheduled to begin Boeing 707 service from Dallas in December. Fast and powerful as it is, the giant 112-passenger 707 will not be last word for Dallas air travelers. American airlines has ordered a fleet of Convair 600's which will fly between Love Field and other major U. S. cities at speeds of more than 600 miles an hour. These planes are scheduled to go into service within the next two years.

Only cities in the United States receiving pure jet service ahead of Dallas were New York, Chicago, Miami, Los Angeles, San Francisco, Washington and Boston.

Within days of the inauguration of the 707 jet service to New York by American, the huge jet liners will also link Dallas with Los Angeles and, later in the year, with Chicago and San Francisco.

The arrival of the 707 and DC-8 at Love Field will mean that Dallas has fully entered the commercial jet age. Linking

Dallas with both coasts and the midwest, the 585-mile-an-hour jets—which will gradually replace the familiar 365 mile-an-hour DC-7's—will bring Dallas 40 per cent nearer the country's other metropolitan areas. It is difficult to imagine what the savings in time, as well as the increased ease and comfort of flying, will mean to Dallas travelers.

Consider, for example, the amazing New York-Dallas first 707 schedule of American Airlines. Leave New York at noon and arrive Dallas at 1:15. A two-hour assist from daylight saving time now makes the schedule look even more impressive on paper, but the 3¼ hour flying time is amazing enough itself.

The latest addition to the Dallas jet fleet is the Lockheed Electra, now in service by Braniff and American. Fastest prop-jet ever built for commercial use, the Electra cruises at more than 400 miles an hour with a top speed of 450.

Powered by four General Motors Allison Model 501 jet propeller engines with

a total of 15,000 horsepower at takeoff, the versatile jetliner is designed for both short and long hauls. It has flown 2,445 miles non stop, with reserve fuel for another 1,000 miles and can perform perfectly at altitudes to 30,000 feet.

Flying time for the jets is 3 hours, 55 minutes to New York; 2 hours, 25 minutes to Chicago and 55 minutes to Houston and San Antonio.

Birth pains of Love Field's entry into the jet age were slight. Only minor preparations were necessary to bring the field into full readiness for the pure and prop jets.

Modifications of the underground hydrant fueling system were made by the airlines, in order to provide the special

BRANIFF INTERNATIONAL Airways' Electra at Dallas Love Field.



AMERICAN AIRLINES' 707 Jet.

fuel necessary for jet planes. The City of Dallas placed an asphalt binder on the ground adjacent to each side of the taxiways to avoid the possibility of grass, pebbles or trash being drawn into the outboard engines of the jet-driven planes. This work was paid for out of current profits of the airport.

In commenting on the new jet services, H. L. Nichols, chairman of the Aviation Committee of the Dallas Chamber of Commerce, said, "Dallas can be proud that its airport has been continually in service since May 12, 1926, and has always been ready to accommodate any service which the airlines were prepared to offer Dallas. We can be particularly proud that the Dallas Love Field master plan developments made this airport one of the first in the country to be ready for the jet age."

Airlines had been planning for the jet age at Dallas Love Field for many months. Most obvious evidence of the preparations



CONTINENTAL Airlines' Viscount.

are the huge maintenance facilities across the field from the terminal building. American, Braniff and Delta all have facilities capable of servicing and maintaining the huge pure jets that will soon be flying between Dallas and other major cities.

The \$6½ million Braniff operations base contains 400,000 square feet of space. Two of the largest sets of hangar doors ever built cover the entrances of the two hangar bays. Doors are 35 feet high and

(Continued on Page 64)

Excellent Motels Appeal To Dallas Visitors

Excellent motor hotel — or motel — facilities make Dallas even more outstanding as a major convention city and particularly increase its appeal and popularity with tourists. The "luxury" aspect of motels was given its initial impetus in this section of the country, and Dallas was one of the leaders in providing luxurious motel accommodations, even to those travelers on economy budgets. Many persons regard Dallas motels of today as some of the finest in the nation.

Their success can be measured by the large number of new and finer motels that have been constructed in the past decade and that are already planned for future construction. Spurred by the immediate success shown by their motor hotel facility that opened on Lemmon last June, Holiday Inn has another already under construction. A number of others, both large and small, are also under construction or are planned here.

Motor hotels and motels in Dallas offer the convention visitor or tourist a wide range of selection. He can select the Dallasite or Parkway and be just a few minutes from the downtown area. He can pick Lido or Town House and enjoy their fine restaurant and pool. A number of other outstanding Dallas motels, such as the Belmont, Four Winds, Eastern Hills, Capri, Shamrock and many others, offer a wide range of selection to the visitor. Many have complete facilities, including meeting rooms, to accommodate fully a small convention or sales meeting.

The Dallas Motor Court Association includes some 40 of Dallas' finest motels with approximately 1,250 rooms available. And few of these rooms are left available when a big convention such as Kiwanis International is in Dallas. In fact, area motels such as the beautiful Western Hills Inn just west of Dallas, and many others in adjoining cities are all needed to accommodate the thousands of guests that flock to Dallas for a large convention.

The Dallas motel of today is vastly

different from the ones of just a few years ago, which offered sleeping accommodations only and perhaps a coffee shop. Today, in addition to the essential sleeping quarters, the motel has available a swimming pool and many other recreational facilities, a fine dining room, a private club and many other features that were

associated only with downtown hotels just a few years ago.

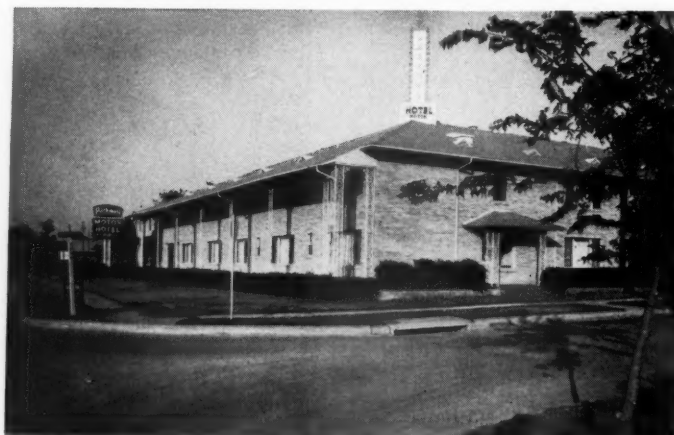
The great success of Dallas motels has meant success for the entire city since the convention visitors and tourists attracted here by the motels make a great contribution to our economy. And as their successful ways continue, all of Dallas will profit.



Holiday Inn near Dallas Love Field.



Town House close to downtown Dallas.



Parkway Motor Hotel on Central Expressway.

When you think of Conventions, think of...

DALLAS

When you want Responsible Convention Service, think of...

FREEMAN



FREEMAN of DALLAS

Largest Exposition Contractor in the Great Southwest



FREEMAN DECORATING CO. - 3004 COMMERCE ST., DALLAS 26 - PHONE RIVERSIDE 1-1514

DALLAS

OF TOMORROW

LAUDED IN FEDERAL RESERVE STUDY

Dallas of tomorrow "can be an even more fascinating, prosperous city than the one of today — its economic and cultural potentials are outstanding."

This statement, worthy of any Chamber of Commerce official, was made instead by the Federal Reserve Bank of Dallas, which has just completed a comprehensive study of Dallas and its potential. The study, one of a series of articles on the four largest cities in the Eleventh Federal Reserve District, appears in the May issue of the bank's *Business Review*.

"Dallas, popularly called 'Big D,' has long been the dominant wholesale and distribution center for the Southwest, and its economic influence extends throughout much of the middle part of the United States. The city is widely known for its commanding position as insurer, banker, and all-around financial center and is well recognized as a manufacturing center, particularly for its participation in a large aircraft-manufacturing complex and for its apparel and machinery production. In recent years, the growth of Dallas electronics firms has received nationwide attention. In addition, Dallas has established itself as a major fashion, furniture, and gift center and has a strong and growing reputation as a convention city."

"Dallas has a strong diversified economy based on a good balance of important manufacturing and unmanufacturing segments," the report concludes. "The city is an attractive place in which to work and live, with its cultural, refined environment complementing the dynamic business activity of the area. The leadership of Dallas is one of the city's prime assets and the plans that it has drawn for the future of Big D reflect an abiding faith in the city's growth potentials."

"Perhaps the best evidence of the strength of the Dallas economy is the mild impact of the recent recession. New records were evident in 1958 in construction; employment; bank deposits, loans, and resources; and even certain manufacturing industries, notably electrical machinery and chemicals. Although there was some slowing in the rate of establishment of new businesses, Dallas accounted for more than one-fourth of the new businesses opening in Texas during the past year."

The bank pays particular attention to the amazing citizenry of Dallas: "... lacking the advantages of water transportation or specialized raw material resources, Dallas has been built largely upon the leadership, loyalty and steadfastness of its citizens."

Or:

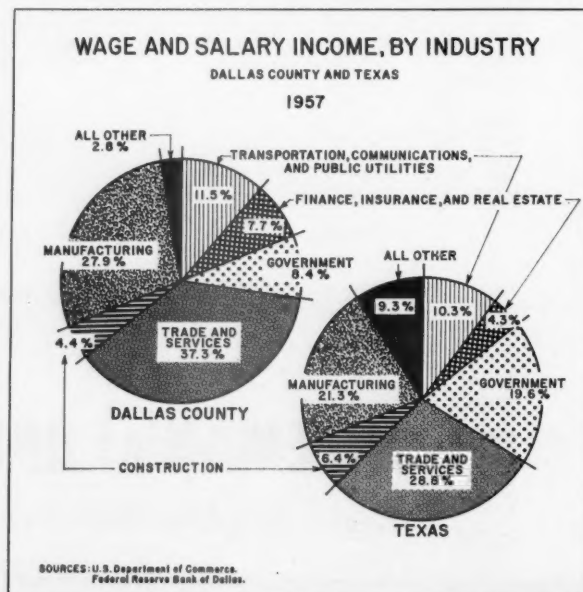
"The key to the rapid growth of Dallas is found in the extraordinary leadership of its citizens, which has provided the ability to capitalize upon the land, locational, and climatic resources of the area. Dallas has never been without a strong group of civic-minded, progressive leaders who have been willing and able to support projects designed to improve the

community. This continuity of dynamic leadership throughout the history of Dallas is one of the principal distinguishing characteristics which set Dallas apart from many other major cities and is the most significant single factor responsible for the city's growth."

In tracing the history of Dallas, the bank notes: "The economic history of Dallas has a continuity lacking in most major cities. From 1845 to 1959 Dallas has keyed its economic life to trade and service functions. The dominance of these distribution activities has been modified by the growth of a number of other economic pursuits, but trade and service industries also have grown rapidly ..."

"Measured by either employment or income, the basic economic structure of Dallas is concentrated in four primary

Dallas' basic economic structure is concentrated in four primary segments: trade, services, finance and manufacturing.



segments — trade, services, finance, and manufacturing. These four activities comprise the only economic segments which are clearly more important to Dallas than to the State. Furthermore, although Dallas County provides roughly 11 percent of all employment and income in the State, the four segments

account for 13 percent to 25 percent of the comparable state totals.

"The other sources of income are not obviously significant to the growth and development of Dallas. However, construction and transportation, communications, and utilities are quite important as facilitating agents. Although government and mining do not provide substantial amounts of direct employment or income to Dallas, they are sources of considerable indirect income, especially as purchasers or producers of goods and services which are vital to the distribution, service, financial, or manufacturing segments of the Dallas economy.

"Trade and distribution activities were the foundation stones of the Dallas economy and are one of its sustaining pillars of strength. By means of special promotions and steady emphasis upon efficient service, these activities have expanded constantly.

"Outstanding in this segment is wholesale trade activity. Dallas outlets handle more than one-half the sales of wholesale establishments in certain lines in Texas... they attract a wide range of other economic pursuits and bring to the city large numbers of people, who purchase food, clothing, shelter and services. These factors and the corollary financing arrangements are the basic reasons why cities try to obtain wholesale trade concerns. Moreover, the presence of wholesale establishments breeds better transportation facilities, which, in turn foster the growth of other economic pursuits... Finally, wholesale establishments are instrumental in developing close economic ties with individuals and companies in other cities or regions...

"The second foundation stone of the Dallas economy, its service industry, employs 42,000 workers and pays wages and salaries of \$135 million. These totals are about 12 percent and 10 percent, respectively, of total workers and total wages in the county are around 14 percent of the industry employment and payroll in Texas. Including firm proprietors, professionals and other self-employed individuals, service employment in Dallas totals nearly 65,000. The 1954 Census of Business for selected services reports 4,596 service establishments in Dallas County, with total sales of \$184,915,000, or 18 percent of the state service sales total.

"Among the major types of services reported in the 1954 census, business services and amusement and recreation services were outstanding in Dallas. For each of these types, Dallas firms reported sales totaling more than one-fourth of the com-

parable state total. In 1954, there were 724 business service outlets, with sales of \$45,868,000, and 394 amusement and recreation outlets, having total sales of \$39,997,000. In business services, the principal Dallas industry is advertising. With 98 firms, the advertising group reported 1954 sales of over \$23 million, or more than 41 percent of the state total. In amusement and recreation services, Dallas is particularly strong in the distribution of motion pictures, with sales amounting to over 90 percent of the state total...

"The third primary support of the Dallas economy is its financial institutions. In terms of direct employment, the finance, insurance, and real-estate concerns of Dallas County account for about 28,000 workers, or 8 percent of total county employment. Wages and salaries paid these workers total approximately \$102 million per year, which is also 8 percent of the wage and salary income of Dallas.

"However, the real significance of these institutions lies in their widespread impact upon the business and economic life of the entire Southwest. In a complex modern industrial society, money and credit are the lifeblood of all economic activities. Short term bank credit and long-term capital funds are vitally needed to continue the growth of any area. As the banker of the Southwest, Dallas has led in the means of getting borrower and investor together, and because of the increased use of credit and the need for continuous review of credit lines, the city has become a regional management center.

"With respect to practically every type of financial institution, Dallas is the cornerstone of the Southwest. The commercial banks, mortgage bankers, insurance companies, savings and loan associations, stockbrokers, investment companies, and private investors in Dallas represent the most important aggregation of financial groups in this region and form a measure of financial strength surpassed in few money centers in the nation. This financial strength is of utmost importance to the Southwest, as it provides the funds necessary to develop new local industries and the means to market securities to the investors of the nation. The concentration of financial institutions also enables Southwestern investors to channel their savings into profitable stock and bond investments or direct loans...

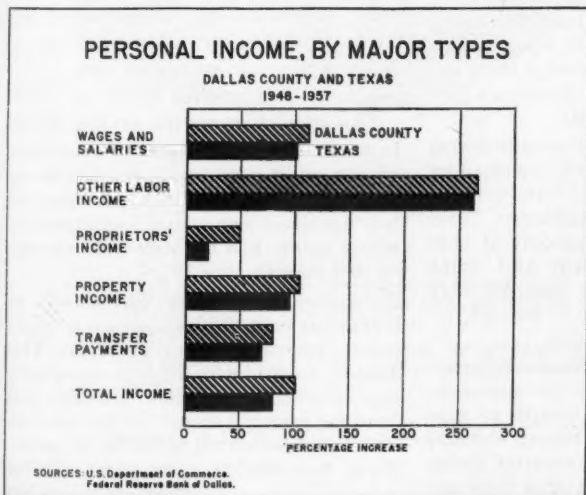
"A second major segment of the financial community of Dallas is its insurance companies. The development of life insurance companies in Dallas came near the turn of the century, but their growth was greatly advanced during the void created by the passage of the Robertson Act in 1908. In the following years, a large number of companies were formed, and, at the present time, 105 legal reserve life insurance companies are headquartered in Dallas. Most of these companies are small and have less than \$100 million of insurance in force. In fact, only nine have more than \$100 million, and only three have more than \$1 billion of insurance in force. The national life insurance companies began returning to Texas in the 1940's, and many placed their regional or district offices in Dallas. It has been estimated that, of the \$19.5 billion of life insurance in force in Texas on January 1, 1957, the Dallas-based headquarters companies and the regional offices of national companies controlled almost two-thirds...

"The third large segment of the Dallas financial industry is the savings and loan associations. The 11 associations had withdrawable shares totaling \$254,471,968 on December 31, 1958, reflecting a gain of \$33 million over a year earlier. At the end of 1958, these associations had total loans outstanding of \$261,038,289...

"The fourth cornerstone supporting the Dallas economy is manufacturing, which presently employs nearly 86,000 workers, or 24 percent of all employment in the county. Wages and salaries paid to Dallas manufacturing workers in 1957 totaled \$365 million, or nearly 28 percent of the total wage and salary income of the county citizens.

"Manufacturing is not new to Dallas. Even in the early years, harness making, saddlery, the production of cotton gin

Personal income in Dallas between 1948 and 1957 showed a gain of 101 percent, contrasted with the state-wide increase of only 81 percent.



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DALLAS, TEXAS

equipment, and food processing were a vital part of the city's economic life; and Dallas led the nation in the first three activities. From the late 1800's to about 1920, several shifts occurred in Dallas manufacturing activity. The steady decline in the harness and saddle business was replaced by growth in certain food processing and apparel manufacturing. This pattern was reinforced in the 1920-40 period. With new apparel producers making sports clothes and women's dresses and with the manufacture of work clothes expanding, employment in the apparel industry more than tripled. At the same time, food processors nearly doubled their employment to handle the enlarged output of specialty food items. Early in this period, a major automobile plant was built in the city. Gradually, Dallas manufacturing began to develop an export status, with apparel, automobiles, machinery, and food being the principal items produced for external sale.

"However, the big gains in manufacturing which raised the industry to its present importance occurred during and after World War II. Measured in terms of employment, manufacturing increased 229 percent from 1940 to 1958, gaining 45 percent in the first 7 years, 83 percent over the next 7 years, and 24 percent in the 1954-58 period. The exceptionally large gain from 1947 to 1954 stemmed mainly from the reactivation of aircraft plants and the growth of electronics firms. In each of the periods, the Dallas increase in manufacturing clearly outpaced the state-wide gain, as reflected by the fact that the Dallas share of the state total was only 12.6 percent in 1940 but rose to 18 percent in 1958...

"The most recent change in the manufacturing fields in Dallas has been the remarkable expansion of electronics producers. Although concealed in the aircraft, machinery, and instruments categories, the electronics firms have been responsible for much of the gains in these groups over the past 10 years. Perhaps more importantly, the future for electronics producers seems equally bright.

"The current picture of manufacturing activities in Dallas is heavily weighted by three major segments — transportation equipment, food, and machinery. These groups account for 59 percent of both manufacturing employment and value added by manufacture in Dallas County but only 40 percent and 35 percent, respectively, of the state totals...

"In summary, the manufacturing sector of the Dallas economy is impressive in its diversity and the strength of most segments. Although the aircraft industry accounts for a sizable portion of Dallas manufacturing, there are other large and

growing segments. Industries manufacturing electrical machinery, paint, boats, plastics and instruments appear to have particularly bright futures, and growth is expected at rates in excess of the general advance of the Dallas economy. Such industries as food, household furniture, paper, printing and publishing, and stone, clay, and glass will probably grow with the population; a few of these industries may advance at a more rapid pace than the others.

"In addition to the basic economic activities in Dallas, a number of secondary supports have contributed to the city's growth and development in many important ways. These secondary supports can be divided into two segments: The first, including agriculture, government, and mining, comprises basic industries; the second — consisting of construction and transportation, communication, and utilities — is generally considered to be facilitating agents. Each of these five industry groups has made an important contribution to Dallas over and above the direct employment and income that it generates."

In discussing Dallas, the bank points out its natural resources as "... its location, the topography and quality of its land, and its river. Dallas is the focal point of a broadly diversified economic region within a territory limited by the Mississippi River on the east, the Arizona border on the west, the state of Kansas on the north, and the Rio Grande on the south. The city is near the geographic center of this broad area.

As indicated in one of the earlier quotations, it puts great emphasis on the citizenship of Dallas. Among other things, it notes, "The metropolitan area population reflects greater maturity than the average for the state. The median age of its citizens was 30 years in 1950, contrasted with a state-wide average of 27.9 years. However, only 5.9 percent of the area's population was 65 years of age or older, while 6.7 percent of the state's population had reached age 65 in 1950.

"Another characteristic of the Dallas population is its high degree of education. Of persons 25 years of age or older living in Dallas County in 1950, 44.7 percent had completed high school, a substantially higher figure than the state-wide average of 29.9 percent.

"A major feature of the growth of Dallas has been the in-migration of high-quality personnel from other states. This feature, coupled with the type of industry and commerce in Dallas, probably has been the principal reason for the maturity and high educational levels of the population. Nevertheless, some measure of the

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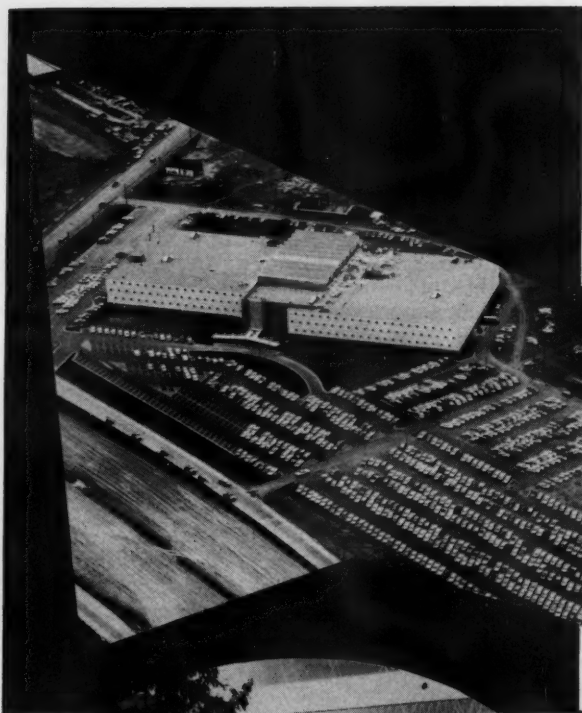
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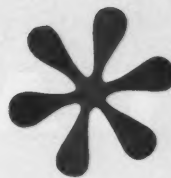
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yard—Dallas Trade Mart.



Gift gallery of exhibitor
in the Dallas Trade Mart.



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geared to serve

JANUARY

- 13 National Association of Variety Stores
- 14 Southwestern Men's Apparel Club
- 23 Southwestern Furniture Market
- 30 American Fashion Association
Dallas Fashion Center
National Fashion Exhibitors
Southwest Children's Wear
- 11-13 Southwest Curtain, Drapery and Upholstery Market

FEBRUARY

- 10 Fall Fabrics and Trimming Market
- 25 Allied Gift and Jewelry Show
Dallas Gift Show, Inc.

MAY

- 13 Southwestern Shoe Travelers Association
- 20 Southwestern Men's Apparel Club
- 29 American Fashion Association
Dallas Fashion Center
National Fashion Exhibitors
Southwestern Children's Wear

RECURRING MARKET SEASONS AND SHOWS Cover 17 WEEKS of the Year.

Seventeen out of the 52 weeks of 1959 will be filled by major market seasons and merchandise shows in Dallas. The smallest of these events will attract about 200 retail store buyers; the largest will register some 6,000 buyers.

The growth and expansion of these regularly recurring markets is another evidence of Dallas' capacity to serve buyers in an ever-widening trade area and a growing diversity of lines of merchandise.

Modern, planned facilities, built to serve the needs of the modern buyer, make it easy to do business in Dallas. Smart, air-conditioned show rooms, conveniently located, are attracting more and more buyers to Dallas.



Entrance to one of the modern show-rooms in Dallas' new Trade Mart.



Another view of buyers moving through Dallas Merchandise Mart during recent Market Event.

THE SOUTHWEST'S COMPLETE

serve the modern buyer

is of the
Dallas,
located,

In addition to Dallas' year-round show rooms, Dallas hotels and Dallas' New Memorial Auditorium and Fair Park Exhibit Space provide facilities for the largest trade shows in the Nation.



Buyers selecting merchandise in one of the spacious showrooms in new Trade Mart.

Dallas' permanent showrooms provide buyers easy access to the Nation's leading lines in Furniture, Housewares, Women's and Children's Apparel, Men's Wear, Textiles, Shoes, Gifts, Toys, Lamps, Decorative Articles and everything from Hardware to High Fashion Merchandise.



Ready-to-wear buyers looking over lines in Dallas Merchandise Mart.

PLET MERCHANDISE CENTER

JULY

- 4- 8 Christmas in July Gift Market
- 11-14 Southwest Curtain, Drapery and Upholstery Market
- 13-17 Southwestern Furniture Market
- 18-21 National Association of Variety Stores
- 19-21 Spring Fabrics and Trimming Market

AUGUST

- 15-20 Southwest Tackle Market
- 22-28 American Fashion Association
- Dallas Fashion Center
- National Fashion Exhibitor
- Southwest Children's Wear

SEPTEMBER

- 6-10 Allied Gift and Jewelry Show
- Dallas Gift Show, Inc.
- Fall Toilet Goods Show

OCTOBER

- 24-28 Southwestern Men's Apparel Club
- 31- Nov. 6 American Fashion Association
- Dallas Fashion Center
- National Fashion Exhibitor
- Southwest Children's Wear

NOVEMBER

- 14-18 Southwestern Shoe Travel Association

DECEMBER

- 3- 6 Southwest Athletic Goods Market

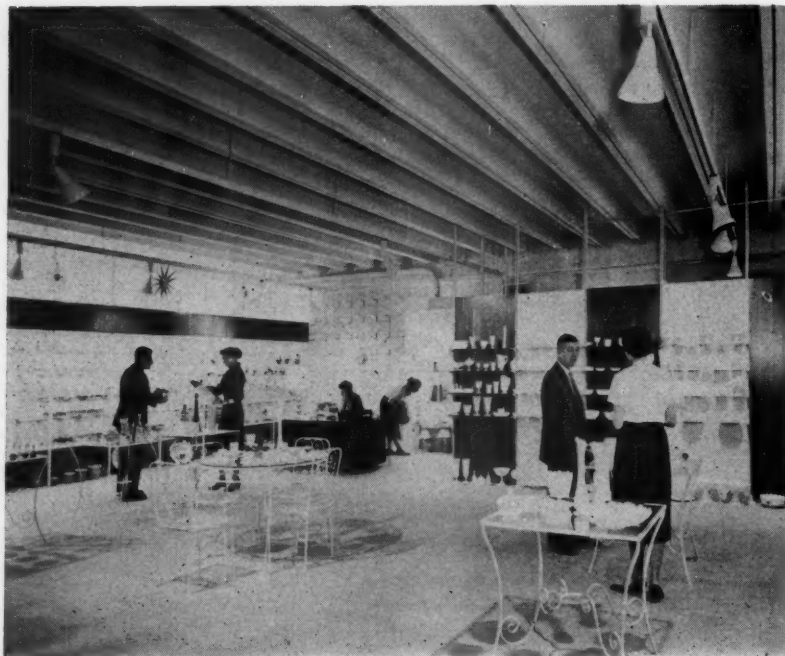
Harman Electric Installs Special Lighting In New Dallas Trade Mart and Showrooms

Exhibitors Praise Display Lighting That "Really Sells"

New overhead trolley-duct lighting — giving maximum flexibility for proper display lighting — has been installed in the Dallas Trade Mart by the Harman Electrical Construction Corporation.

As shown at right, the light tracks are concealed in the ceiling beams. Bullet, dome or other fixtures are then attached to the track. These fixtures can be installed any place on the track . . . and move about freely.

That means that whenever the exhibitor changes his display, he can also change his lighting — without any costs. He simply slides the fixture to its new location.



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Harman Electrical Construction Corporation is Dallas' leading specialist in commercial and industrial lighting.

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New Hotels

Promise More Dallas Visitors

Exchange Park Hotel, right.

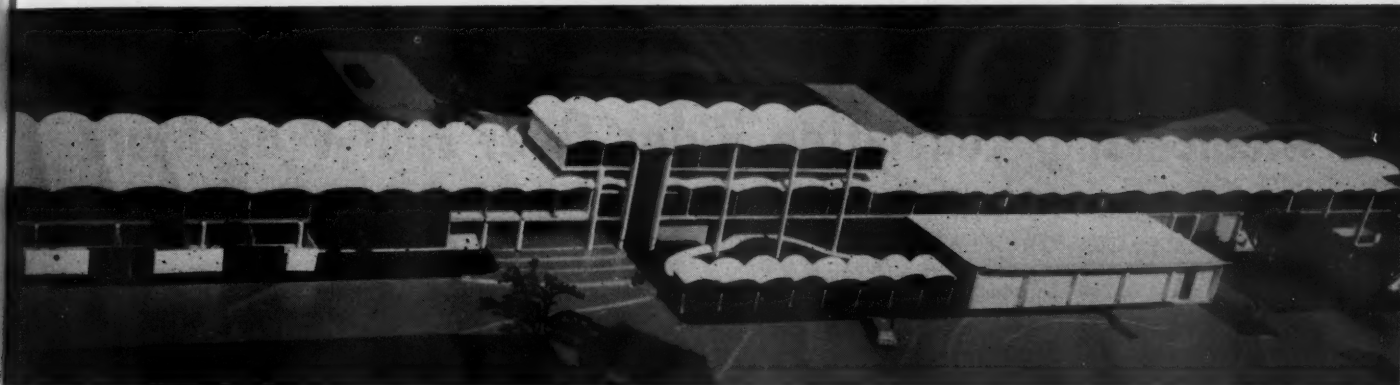
TexMex Central Expressway Holiday Inn, below.

will go into the 16-story Exchange Park Hotel which will accommodate not only visitors, but shops, and executive suites and apartments for permanent guests.

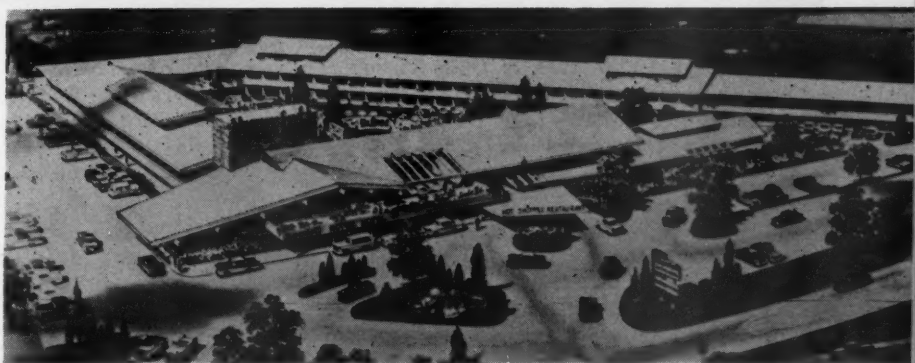
Special features will include drive-in registration, an indoor pool and ice rink, two-level cabanas, and dining facilities for 2,000. Completion of the huge resort

door dining in the patio area. Half of the 300 rooms and five executive suites in the penthouse will overlook the pool and patio. Completion is expected early next year.

The \$2½ million North Central Expressway Holiday Inn Motel, now under construction, is scheduled for completion



Dallas Marriott Motor Hotel.



Ten thousand rooms, and more on the drawing boards: that's the effect of Dallas' booming convention and trade show business.

In fact, so great is the visitor-potential for Dallas that the city is already assured of an additional 1,463 rooms within the next 18 months. Already in construction stages are the 1,000-room Exchange Park Luxury Hotel; the 300-room Dallas Marriott Motor Hotel; and the 163-room Holiday Inn Motel on Central Expressway.

An estimated 18 to 20 million dollars

hotel is expected in the summer of 1961.

Construction began this month on the multi-million dollar Dallas Marriott Motor Hotel, on an eight-acre tract opposite the Dallas Trade and Homefurnishings Marts. Built around a patio and two swimming pools, the Marriott will offer planned recreation for teen-agers, and out-

in February, 1960. Stereophonic music, closed circuit TV, outdoor patio, pool, man-made fishing lake, and other features will underscore the "holiday" aspect of the new hotel.

With these new facilities, Dallas, by 1961, can play abundant host to some 12,000 visitors from all over the nation.



Chamber President Lester Potter (left) presents Life Membership plaque and gold identification card to Committeeman Hugh Howard of Uhler & Company. Looking on is special guest Bob Uhler, President of Uhler & Company.

Senor Luis Fernandez De Lara (left) of De Lara Tours in Mexico City, the Chamber's first international member, receives his plaque from Chamber Life Member Dick Ingram. A silent onlooker over Mr. Ingram's shoulder is Chamber Vice-President and General Manager, J. Ben Critz.



Membership Committee Rides Over Half-Way Mark

At the end of May, the Membership Committee was over half way toward its goal of 1,959 memberships in 1959. Total acquisition at the end of the month was 1,040.

Highlight of the month's activities of the committee was the presentation of Committeeman Hugh Howard's Life Membership Award by Chamber President L. T. Potter at a luncheon in the Adolphus Hotel. Mr. Howard, of Uhler & Company, is now serving his third year on the committee.

The race for the three "President L. T. Potter Trophies" continued to be exceptionally close. At the end of May, Vice-Chairman Bill Shaw's section had sponsored 207 memberships; in second place was Vice-Chairman Oliver Erickson's section with 186; Vice-Chairman Cliff Bivens' section continued in third place with 116 memberships.

Membership Committee Chairman Marvin L. Davison commented, "We are expecting a good month in membership acquisition during June as we will wind up our six-months contest wherein a committeeman will receive a ten-day all-expense paid trip for two to Mexico City and Acapulco. The prize is being given by our newest international member, DeLara Tours of Mexico City. For each

twelve memberships, or each multiple of twelve, a committeeman receives one chance in a drawing to be held at the end of the month. Our fellows are really interested and the spirit of competition is keen."

Mr. Davison further stated that the next open meeting of the Membership Committee will be July 1, and the highlight of the occasion will be the presentation of a Life Membership Award to Vice-Chairman Bill Shaw, Dallas County District Clerk. The remaining Top Hand Awards earned during the first six months of the year will also be presented on July 1.

Professional

THE AUSTIN COMPANY, 211 N. Ervay; W. H. Edwards and A. F. Plant, Jr. (Staff)

GORDON D. FRANK, M.D., 3707 Gaston Avenue (Morris Fogelman, Jr., M.D.)

DONALD H. SPECK, 425 S. Field; Donald H. Speck (Leon Marshall).

H. T. HAYES, M.D., 289 Casa Linda Plaza (Jack Murphy).

ROBERT H. JONES, 2220 Rep. Natl. Bank Bldg. (John Standley)

WALTER H. MAGEE, Gulf States Bldg. (Staff)

TOM M. SHAW, 916 Corrigan Tower (Judge Joe B. Brown)

Service

CEDAR GROVE TRAILER COMPANY, 7615 S. Centr. Exp. (15); L. B. McAmis (Joe Pool)

ALFRED R. HOPPER, JR., Rio Grande Natl. Bldg. (Bob Akins)

NATIONAL CREDITORS SERVICE, INC., 2907 Southland Center; Parker Smith (J. Frank Holt, III)

WOODY'S BARBER SHOP, 6126 Berkshire Lane; Woody Wells (James Brown)

NORMAN L. VAN NOTE, INC., 115 Brookhollow Service Center; Norman L. Van Note (James Brown)

SMITH, KLINE & FRENCH LABORATORIES, 536 Braniff Airways Bldg., Exchange Park North; James R. Mann, Jr. (Jon White)

YOUR INCOME TAX, INC., 4020 Valley Ridge Road; Doni R. Sauders (Jim Layne)

BANKERS LEASING CORP., 505 N. Ervay; Walter Monroe, Jr. (John Standley)

BIG TOWN BEAUTY SALON, 931 Big Town, Mesquite, Texas; Betty Betts (J. A. Coffey)



Membership Committee Chairman Marvin L. Davison (left) congratulates Top Hand Awardees and their sponsors at May committee meeting. They are (left to right): Sponsor A. D. Harder and Committeeman James F. Standley, Southwestern Life Insurance Company; Lester Millison, Southwestern Bell Telephone Company; District Judge Joe B. Brown (a "One Day" Drive worker who is becoming a permanent Membership Committeeman); and Pat Chandler, McAx Corporation.

JAMES H. BLUNDELL PUBLIC RELATIONS, 1125 Exchange Bank Bldg.; James H. Blundell (John Quincy Adams)
LEONARD GALLAGHER TEXACO, 4901 Columbia; Leonard Gallagher (Joe Marino)

PIPE LINE SERVICE CORP., 4924 Greenville; J. C. Butler (Carol Neaves)
JIM ROY TRUCKING CO., 3204 S. Buckner; Jim E. Roy, J. M. Hollingsworth (Pete Peters)

SALVAGE DISPOSAL COMPANY, 2127 Hawes; Harry Lacy (Reagan Ferguson)

ELEANOR N. TAGGART BOOK-KEEPING SERV., 5908 Goodwin Ave., Eleanor N. Taggart (Jim McBride)

W. R. COTTER & CO., 1117 Gulf States Bldg.; J. W. Cotter (Bernard Rathheim)

ROTAN, MOSLE & CO., 3911 Southland Center; Jon L. Mosle, Jr. (J. T. Mayfield)

ALBERT OLIVAS, 517 Merc. Bank Bldg. (Kerry Tandy)

EXCHANGE PARK SAVINGS & LOAN ASSOC., 100 Braniff Airways Bldg.; Edward N. Maher (John Quincy Adams)

FRANK B. McMAHON & CO., INC., 1016 Kirby Bldg.; Frank B. McMahon (Jon White)

ARTHUR J. MESSING, Merc. Dallas Bldg. (Jon Standley)

Wholesalers and Distributors

GENERAL AVIATION SUPPLY CO., P. O. Box 35254, Love Field; Ed Tucker (Bob Akins)

LAURA OF DALLAS, INC., 409 Good-Latimer Exp.; Murray Katzen (Joe Glickman)

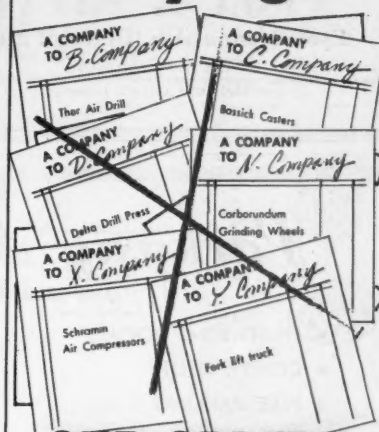
TRUCK & TRAILER EQUIPMENT CO., 2515 Hardwick; John Bookhout (W. W. Mitchell)



Associate Chairman James W. Layne (left) presents "President Les Potter Trophies" to representatives from the three leading sections at a May meeting. They are (left to right): Bob Greenwald, Section No. 4, third place trophy; Vice Chairman Bill Shaw, Section No. 2, second place trophy; and Vice Chairman Oliver Erickson, Section No. 3, first place trophy.

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Membership

Committeeman of the Month



DAVE LOCKER

David D. Locker, Transportation Specialist, has been designated Committeeman of the Month through his activities with the Membership Department.

Born in Joshua, Texas, in 1922, Mr. Locker resided in Fort Worth from 1925 until 1954, except for three years in the Army as an artillery forward observer with General Patton's Forces in the European Theater. Remaining in the organized reserves, he resumed his education at Texas Christian University specializing in Economics in Transportation. There, he also served as general traffic manager of a major Class I Motor Carrier, simultaneously collaborating in the writing of the popular text book "The Tools of The Traffic Man."

Mr. Locker first came to Dallas in 1952 as the Government Traffic Manager of a prominent Dallas-based motor carrier, retaining his Fort Worth residency until 1954. Since that time he has listed Dallas as his place of residence, although traveling extensively, and now headquarters his operations of national and international scope in the interests of specifically contracted regular route carriers of the transportation industry here.

He is an ardent devotee of Dallas through its Chamber of Commerce. He is also active as an officer of National Defense Transportation Association and is a member of the Navy League (under whose auspices he attended the testimonial dinner and related functions honoring the then Secretary of the Navy, Thomas Gates, in Philadelphia May 6-9); the Dallas Council on World Affairs and the Export-Import Club (in whose joint International Trade Institute he recently participated) and other national and civic organizations. Unmarried and much on the go in the handling of business Mr. Locker lists his address as P. O. Box 10512, Dallas 7, Texas.

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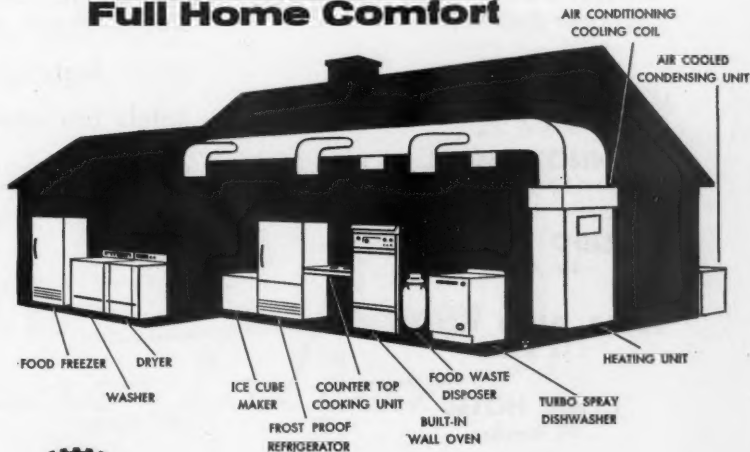
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LOMA ALTO HOTEL

134 Rooms

LYNN HOTEL

99 Rooms

MAYFAIR HOTEL

146 Rooms

You can usually get a room in one of the major downtown hotels. You can always get a room in one of the 30 member hotels of The Dallas Hotel Association. Dallas has approximately 6,000 first-class, air-conditioned hotel rooms. This is far more than you will find in most cities in a much larger population bracket.

Conventions and Peak Periods

Admittedly there are peak periods in Dallas such as the Texas-Oklahoma Game, Cotton Bowl Week, large National Conventions, Markets and Trade Shows when the major hotels are crowded.

During these periods the machinery of the Dallas Hotel Association and the facilities of the major hotels are coordinated to directly assist visitors in obtaining other hotel space.



Hotel Room in Dallas

Here Are The Facts

A survey of Dallas major downtown hotels by a nationally known firm of hotel consultants for the 1956-57 period shows —

There were only 17 days when occupancy was 96 per cent or above.

There were 186 days when occupancy was 65 per cent or less.

Bear in mind this includes only the major downtown hotels.

A Statement of Policy

The member hotels of the Dallas Hotel Association make every effort to honor requests for reservations at the hotel of first choice. When this is not possible every effort is made to secure comparable reservations in other hotels through the central agency of the Association. The hotels of Dallas are coordinated to serve the best interests of Dallas, its visitors, and the traveling public.

MELROSE HOTEL
159 Rooms

MIRAMAR HOTEL
81 Rooms

OAKS MANOR
76 Rooms

SHERATON-DALLAS HOTEL
600 Rooms

SOUTHLAND HOTEL
231 Rooms

STATLER HILTON
1001 Rooms

STONELEIGH HOTEL
148 Rooms

TOWER HOTEL COURTS
180 Rooms

TOWN HOUSE
80 Rooms

TRAVIS HOTEL
195 Rooms

WHITE-PLAZA HOTEL
265 Rooms

WHITMORE HOTEL
82 Rooms

WYNNEWOOD HOTEL
73 Rooms

DALLAS HOTEL



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Books to Brighten Business Minds

Looking for the Answer to a Business Question? Library Department Knows Who, What and Even How

Who is vice president of Temco? Which insurance company in the U. S. is biggest? Do you have a list of manufacturers of artificial limbs? (Yes). What is the address of Broco Products? Is Overland Lord a subsidiary of another company? What kind of rating is given to Prudential Life Insurance Co.? Where did my doctor receive his education and specialized training? What did DuPont close at yesterday on the New York Exchange?

These and many other questions are answered every day by the Dallas Public Library's Science and Industry Department, which is rapidly winning recognition as the best business information center in this part of the nation.

There is a wealth of information for the businessman and technical worker in the Department whose services are geared to the needs of local enterprise. In the Department, business people are constantly discovering new markets, new products, better employee training methods, improved selling techniques, superior display ideas, more profitable investment opportunities, vital market research findings, and current management developments.

Here is a nutshell commentary on the services offered by the Department:

Business Directories: Over 600 business, trade, professional and technical directories, the majority of which have been indexed in detail. These are particularly good for getting at addresses or personnel, and are invaluable in developing mailing lists.

Circulating Collection: Take-home books on all subjects relating to business technology, and science. In general, at least one copy is acquired of all books getting favorable reviews, and additional copies are purchased to meet the heavy demand for certain subjects.

Business Services: Current financial information on all listed and many over-the-counter stocks. Kept up to date. One of the leading services of its kind in the Southwest.

Periodicals: Almost 700 business, technical, trade, and scientific magazines with indexes permitting quick access to individual articles.

Reference Collection: Key works, such as handbooks and encyclopedias, which are always available for your use in the Department.

Documents Collection: The Science and Industry Department of your Dallas Public Library has been designated by Congress as an official depository. This means the Department receives free at least one copy of all publications issued by the Government Printing Office. The Documents Collection is a library in itself and is a goldmine of concise, authoritative information. For example, one of the many thousands of items in Documents is a complete, indexed run of the Patent Gazette.

Tax Services: Full information on tax problems and tax law. Kept current with regular mailings.

Dictionaries: Two-hundred specialized dictionaries to assist you or your secretary in defining, spelling, or translating that off-beat trade or professional term.

Newspapers: The main-line financial and business newspapers. Back runs are held so you can find out what you paid for that stock on a given date of a particular year. Because of an increasing interest in the prosperous economy of Canada, the Canadian *Financial Post* will soon be added to the newspaper collection.

Labor Service: Fairly comprehensive coverage of practices, arbitrations, and law covering labor. Has practical value for both labor and management. Like the Tax Service, this is kept current with frequent mailings.

Pamphlet Files: A large gathering of folders, leaflets and pamphlets often containing information so specialized or recent as to be unavailable in book form.

Maps: Approximately 18,000 detail maps covering nearly all areas of the globe.

Dallas Union List of Serials: A listing of magazines held by libraries in the Dallas area.

Standards: Standards, codes and practices are invaluable to many phases of business. The Department holds *American Standards*, *American Society of Testing Metals Standards*, *Federal Specifications*, and many others.

Operating Ratios: An operating ratio is any one of a number of relationships commonly used to measure the profitability or soundness of a business. If your business is not as healthy as you think it could be, you might evaluate it in the light of operating ratios of businesses of the same type, and possibly find new guides to action.

Books

Geological Surveys: Includes the *United States Geological Survey* and the geological surveys of the majority of the American states.

New Business in Dallas: An alphabetical card file of the names, addresses, products and services of new businesses in Dallas (this information is gathered from *New Concerns and Businesses in Dallas*, a publication of the Dallas Chamber of Commerce).

Training File: Meant to assist training managers and personnel directors in building programs to increase skill and management levels within their organizations. Consists mainly of uncopyrighted technical manuals which may be bought cheaply or reproduced for company purposes.

Reference and Guidance: At all times there are people on duty to assist you in your search for information. A telephone reference service is maintained to answer short reference questions; time and switchboard problems make it necessary to limit telephone reference calls to four or five minutes.

The Science and Industry Department is expanding its resources and services. The business directories, for example, have more than doubled during the last two months. New books, magazines and pamphlets come in every day. Elusive and unindexed information is constantly being indexed by the staff.

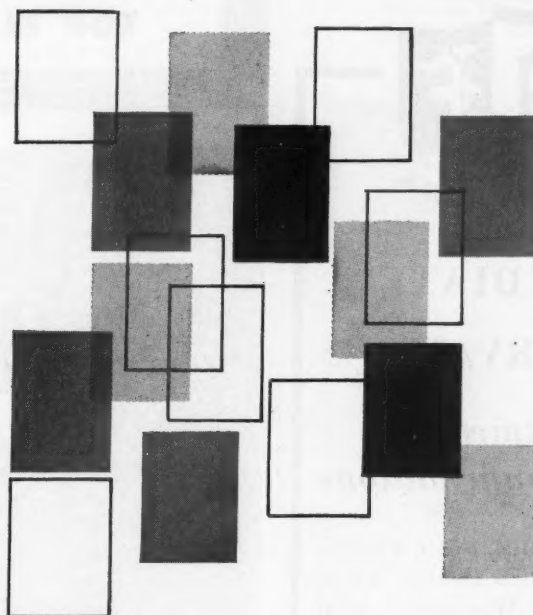
This is an open invitation to bring your interests and problems to the Science and Industry Department of the Dallas Public Library. If you would like to tour the services of the Department, ask one of the librarians. We are glad to help you, and we welcome you.

Make Your Income Count by Donald I. Rogers is a good, general book on how to manage your money. It gives a sensible discussion of how much insurance you should carry, when to invest in stocks, when and how to buy a house, the cheapest way to borrow money, the best way to buy a car, and how to plan for retirement.

The American Economic System by E. T. Weiler discusses the place of the consumer, the business community, and the government in the total economy as well as the place of our economy in the world economic picture.

by Wyman Jones

Science and Industry Department
Dallas Public Library



How to Explore Space and Get Valuable Data!

For meeting and convention-planners Hotel Adolphus has a *Space Program*. It's all about *meeting space*. Seventeen meeting spaces, by actual count! And if you're in charge of planning, putting on, or pulling off a meeting, you'll be glad later on if you explore *all of them now!*

There's nothing—well, *almost* nothing—our Sales Department likes better than taking people like you on personally-guided space trips. They like to help *all the way* through your meeting—until the last delegate uses up the right half of his round-trip ticket.

Give them a few minutes and you'll learn many useful things about how to go about planning your next meeting. Besides, you'd have a hard time finding a better selection—or a bigger one—of meeting spaces anywhere else in Dallas. And where else but at The Adolphus could you find 1,250 guest rooms under one roof?

Before starting to get your next meeting "off the ground" call Fred Brown or George Smith, at River-side 7-6411 — and tell 'em you want to *explore* a little space with them.

Hotel  dolphus
H. H. (Andy) Anderson
Managing Director
Dallas, Texas



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TOP FLIGHT

Visitors



PRINCE BERNHARD
"The tragedy of our time."

Weeks later, words from Holland, Burma, India, Tibet — in fact some 20 countries in the Free World — are still under discussion by thoughtful Dallasites who attended the World Conference on Religion and Freedom.

Among outstanding Western visitors was **H. R. H. Bernhard**, Prince of the Netherlands who spoke on "The Assault of Materialism on Man."

"The tragedy of our present time," he said, "is that it is made up of glaring contrasts."

While deploring Communism as an atheistic movement, "by origin and nature," Prince Bernhard placed somber emphasis on the effect of the practical or

factual materialism now gnawing at the heart of the Western world.

Warning against contemporary preoccupation with luxuries, the Netherlands Prince said:

"Men can also lose their souls in a free country by making an idol of matter."

*

Most clearly brought out in the speech of the Honorable **U Win**, Burmese Ambassador to the United States, was the difference in economic thinking between the Buddhist and Western nation. In Burma, said U Win, industrial or business development *per se* is not the aim of life. In a land where individual religious enlightenment is paramount, Burma views economic development (even offers of industrial aids and technological skills) in the light:



B. K. NEHRU and MRS. NEHRU
"World contrasts: poverty and dissatisfied wealth."

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of Dallas"

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Combination Office and
Warehouse Building in the
Trinity Industrial District

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U NU

"Contemplation is the secret."

"That the nation's responsibility for the material well-being of her citizens shall not be exalted or worshipped as an end itself; but to guarantee that such material attainment shall be looked upon as the mere means by which each man may be liberated to pursue the true purpose of life according to his own readiness towards the spiritual goal of free and spontaneous fulfillment."

*

India's view toward Communism and the Free World (often confusing for non-Indian minds) was summarized by **B. K. Nehru**, India's High Commissioner for Economic Affairs. In its religion lies India's strange tolerance for both the West and the Communist world; and in its "long-view" the suggestion that:

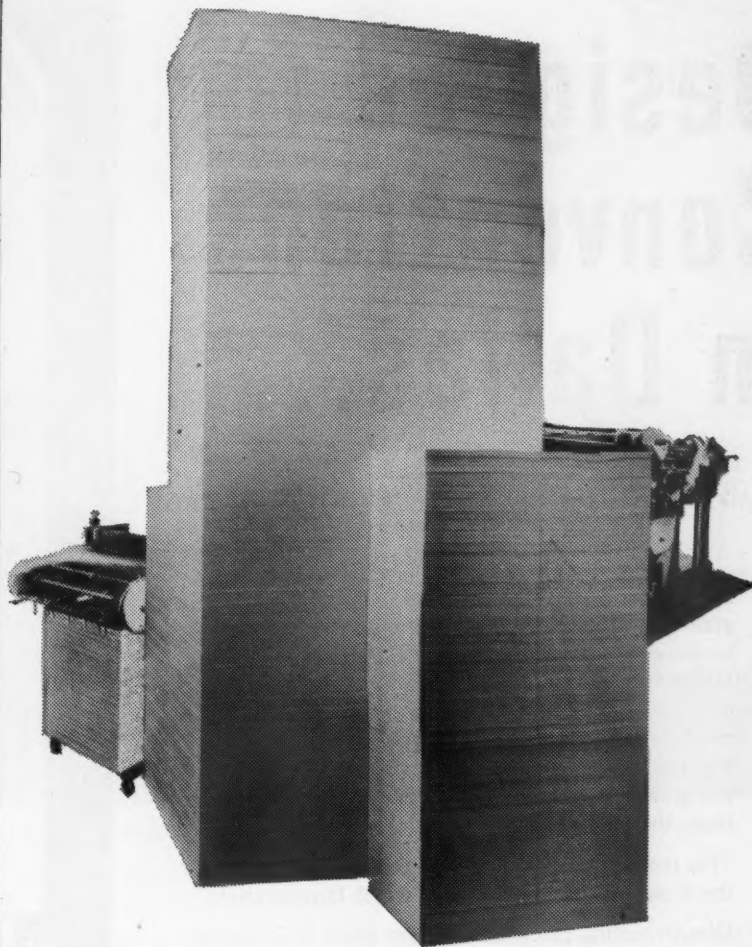
"Next to the preservation of peace, the most important challenge facing mankind at present is that of alleviating the extreme and grinding poverty of the two-thirds of humanity which inhabits Asia, Africa and parts of Latin America."

"Indeed, one of the tragic paradoxes of our time is that while millions of people in Asia and Africa clamor for economic progress, some countries of the world have reached that degree of affluence which breeds its own brand of dissatisfaction and malaise."

*

"Contemplation is the secret," said **U Nu**, former premier of Burma, "to spiritual balance and happiness."

"The average person is so busy trying to keep up with his friends, or get ahead of them, that he never has time to look beyond his immediate objective."



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This modern sheath of mosaic beauty also features the finest cuisine, prepared by world-famous chefs.

Discriminating businessmen have given their hearty approval to the Sheraton-Dallas . . . located in the heart of Southwestern finance and industry.

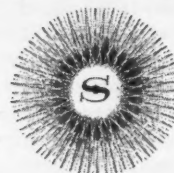


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LUXURY GUEST ROOMS have AM-FM clock radios, ice-making compartments and extra large closets . . . many have built-in TV.

THE GRAND BALLROOM—a grand ballroom in its fullest sense . . . seats more than 2000 at conventions . . . contains facilities for closed circuit TV.

the new **Sheraton-Dallas HOTEL**
LOCATED IN EXCLUSIVE SOUTHLAND CENTER...DALLAS





King Baudoin Visits Dallas

Dallas' first visit from a reigning monarch of Europe left both the city and King Baudoin of Belgium openly and mutually pleased with each other.

In the United States on a good-will tour, the 28-year-old ruler of the Belgians spent slightly over two days in Dallas. While here, he balanced formal responsi-



BEN HOGAN said simply of King Baudoin's golf prowess: "He's good."

THE KING drops in on a Hockaday prom held at the Statler-Hilton Hotel.

CHARLES E. BEARD and Jerome K. Crossman chat with the Belgian ruler.

INTERVIEWING newsmen, King Baudoin was cordial.

ADDRESSING the Dallas Council on World Affairs.



bilities such as an address to the Dallas Council on World Affairs, with a round of golf with champion Ben Hogan, a turn at the stick of a private plane on an air tour over Dallas, and a surprise visit to a graduation prom at the Statler Hilton for Hockaday School graduates.

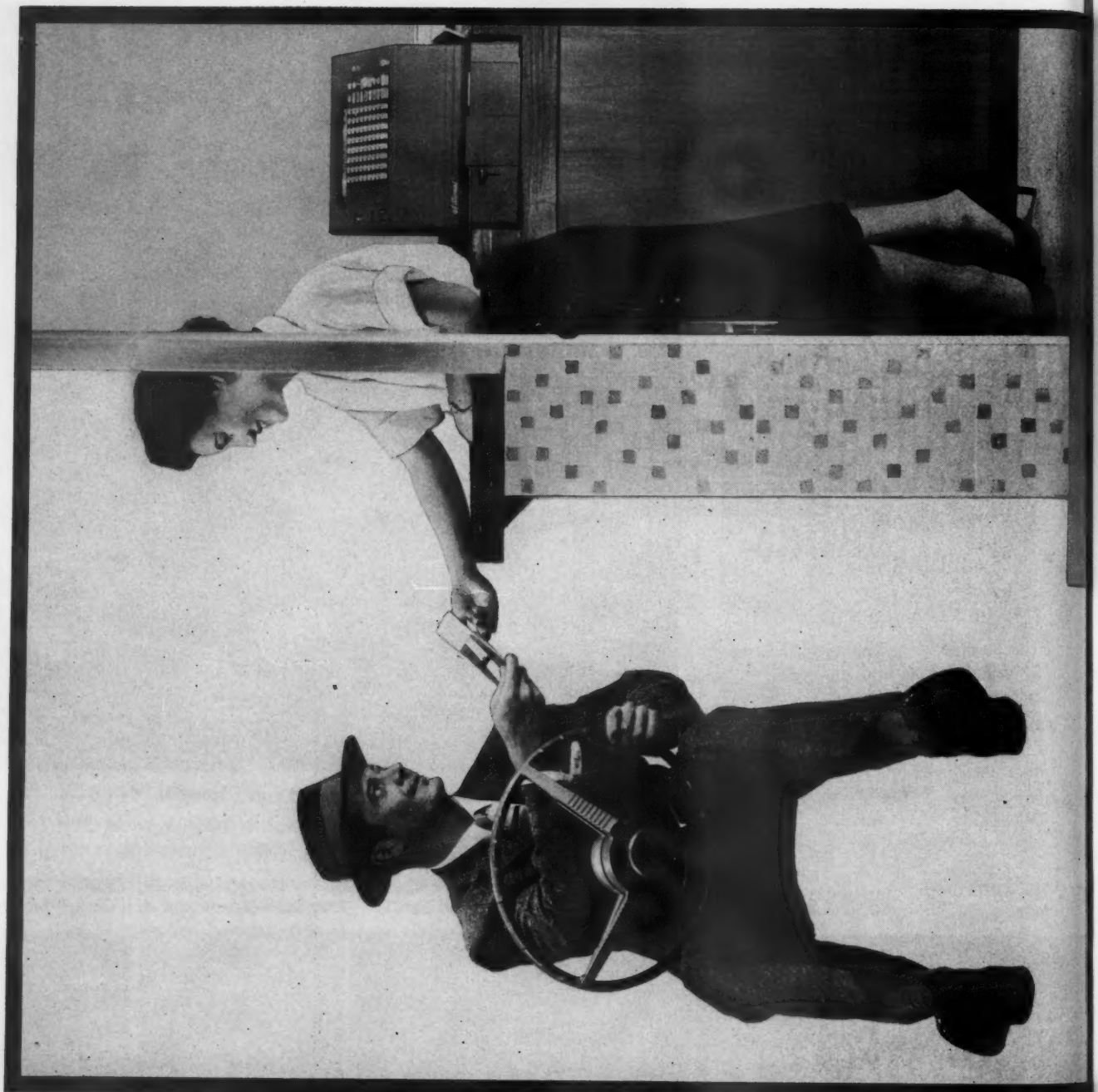
In formal talks King Baudoin said the free world looks to the United States for leadership in averting war.

"Where better can the free peoples of the free world look for the averting of war and death than to your nation, so vibrant with the love of life?"

Informally, when asked if he were ready to leave Dallas, he broke into the bright smile which delighted not only Dallasites, but Belgians, too, and replied: "Oh no. I'm enjoying myself too much."

DOWN from piloting a plane over Dallas.





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it's easy to bank the *Auto-ramic* way!

That regular trip to the bank is no longer a chore. Texas Bank has done away with the drudgery of hunting for a parking space; walking blocks; and then waiting in long lines. As a result, literally thousands of Dallas area folks have learned how much more convenient it is to bank the Auto-ramic way. They know that nearly all their banking business can be handled at Texas Bank without ever leaving their car.

Join the folks who've given up old-fashioned banking. Only at Texas Bank can you drive to every department. Do as so many others do. Turn to Texas Bank.



40 seconds
and you're on your way
Every banking service is
on the tri-level drive-thru.
It's Auto-ramic!

TEXAS BANK

AND TRUST COMPANY
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Women in BUSINESS

by Jim Stephenson

Verna Brock

IN JULY, Verna Brock will take office as president of the North Texas Chapter of the American Marketing Association — first woman ever elected to the post.

The association is dedicated to advancement of the science of marketing. The chapter made a good choice. Verna has been advancing the science right along since she and Mary Winters went into partnership on marketing research back in 1951.

On only 24 hours notice that year, Verna and Mary got a big important Dallas assignment: Find out where people who stopped at Love Field were going and where they came from. The information was essential to Dallas' bid for increased air service to the East. Time was short because Christmas holiday season was near, and a survey during that period would not be truly representative.

"We used 50 people on that one," Verna recalled last week. "Twenty-four hours around the clock for two full weeks our people interviewed every fifth person explaining or deplaning on every flight."

The findings were impressive. Dallas got the additional service.

Another example of the work of Southwest Research, Inc., Verna's and Mary's firm: Determine how a new yeast roll will go over with housewives.

"A housewife is given two brands of rolls to try — neither with a label on it," Verna explained. "Then she answers ques-

tions about them. How this one compared with that one, etc."

And: How will a given series of auto TV commercials go over with a church group? How will men of the group react? And women? And how do these commercials stack up against newspaper advertising?

"For almost every product, or any service, the problem is to get the facts, so management can make sound decisions," said fact-getting Verna.

"We've recently started a new service called 'marketing trends'," she noted. "It amounts to 'marketing research on a budget'."

By the 20th of the month, she explained, a customer comes up with a question to be fed to field researchers on the first of the following month, and handled along with other assignments. This plan reduces costs.

Her firm has a hundred or more interviewers in the field, ready at any time to help with surveys and analyses. They cover five Southwestern states.

"We know a little about a lot of things," Verna observed. "We can find out a lot more, when it's necessary."

Becoming interested in the work some years ago, Mrs. Brock and Mrs. Winters did a little research on marketing research, agreed it was an essential service, formed a partnership in 1951. They incorporated in 1952.

"We tossed for the presidency," Verna

laughed. "Mary won." Verna is secretary-treasurer. They have equal voices in management of the firm.

Verna's husband, B. J., a jobber for maintenance supplies, died last December. Mary's husband, Jack D., is a claims supervisor for Floyd West & Co.

Verna will attend the national convention of the American Marketing Association in Cleveland June 17-19.

Now a Richardson resident, she is year-book chairman of the Lakewood Garden Club this year, a past president of Ladies of the Civitan, and a member of Spring Valley Methodist.

"Used to play bridge," she confided. "Haven't had time lately."

Born in Hot Springs, Verna grew up in Dallas, graduated from old Forest High, took University of Texas courses in psychology and accounting.

Her business background includes secretarial work for the late Otto Herold ("the R. L. Thornton of his day — he was president of about everything, including the State Fair.") Also work for the old H. H. Hawley Company, wholesale jewelry, Refrigeration Discount Corporation, the Federal Correctional Institution at Texarkana, and the War Assets Administration.

"Then I retired for a while," said Verna.

Dallas businessmen and industrialists are glad Verna came out of retirement eight years ago.

They needed the facts, ma'am.

Just ten minutes away from the heart of downtown Dallas is STATE FAIR PARK, the center of "show" business in the Southwest. With six modern exhibit buildings containing a total of 342,000 square feet of show space (90,000 of which are air conditioned) and three auditoriums with seating for 200 to 4,000, State Fair Park is the perfect "showcase" for any size meeting, show, or convention. In addition, State Fair Park provides free parking facilities for 12,000 cars. And all this is just ten minutes away from downtown Dallas... the center of industry, entertainment, and fashion in the Southwest.



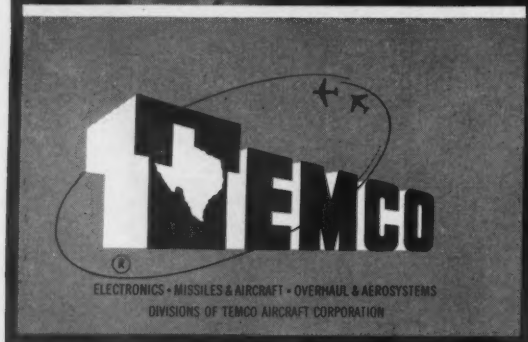
Need Space?... It's nearby at State Fair Park

State Fair Park is the Dallas "home" of such nationally-known shows and conventions as Southwestern Metal Exposition and Congress (American Society for Metals) • General Motors Motorama • Southwest Furniture Market • Southwest Automotive Exposition • Southwestern Mobile Homes Exposition • Southwest Sports, Boat & Vacation Show • Texas Cotton Ginners' Show and Convention • Dallas Home Show • Dallas Flower Show • Dallas Antiques Show



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Naming the number of Temco-ites who give their time and themselves to church work, for instance, would be like calling the roll at Temco. Not just as church-goers, but in active support of church activities . . . as choir members and choir leaders, presidents and vice presidents of Sunday Schools and youth groups . . . ushers, deacons, elders, stewards, Sunday School class and kindergarten teachers . . . secretaries of Bible classes . . . and yes, *preachers*.

Church activity is a leaven that can transform a workaday world into one of Religious idealism and achievement. It is the finest expression of the will to create and defend a peaceful, happier world for neighbor, friend and family. *Your church will welcome your extra help and participation in its activities.*

Garland • Greenville • Grand Prairie • Dallas

ARTS AND MUSIC

Margo Jones Theater Doubles Capacity, Loses Arena at Glamorous Maple Site

Dallas' Margo Jones Theater will change from arena to proscenium staging, with doubled seating capacity, through a mutual agreement between its trustees and the owner of Dallas' newest legitimate playhouse, the Maple Theater.

The arrangement gives the world-famous repertory company one of the most beautiful and efficient intimate theater plants in the country, and fulfills the late Margo Jones' original dream of a proscenium stage for the professional theater she founded for production of new plays and classics.

The joint agreement was negotiated between the Margo Jones Theater board of trustees and Edmund G. Peterson, Dallas building contractor and theater executive, who owns the Maple.

Under the agreement, the two theaters are uniting assets and will continue under the name and policies of the Margo Jones Theater, using the Maple Theater facilities. Mr. Peterson has been elected to the Margo Jones Board and appointed as its Executive Administrator, a newly created position in the theater's management. Guest directors will be selected for next season's repertory, opening October 6.

The theater's new home on Maple Avenue is a former neighborhood film house

situated on four acres, valued at more than \$380,000. Mr. Peterson acquired the property last winter for erection of Fleetwood Square, a new building products trade mart, and retained the theater building as an avocational interest. He redecorated it into a "jewel box theater" of white and gold decor. It has a large parking area adjoining, for use of playgoers, and extensive backstage facilities. It seats 414, more than double the arena theater's capacity of 198.

The Margo Jones Theatre plans a gala reopening in October with the Ford Foundation grant play, "The Physician for Fools," by Kenneth Cameron, as its first production.

"Mr. Peterson's generosity in making his beautiful playhouse available to Margo Jones Theater is a great civic-spirited gesture," Arthur L. Kramer, Jr., President of the Board of Trustees, said.

"The new arrangement gives the Margo Jones Theater one of the most modern and efficient intimate theater buildings in the country, and will give a rebirth to resident professional theater entertainment in Dallas."

The agreement fulfills the original plan of Margo Jones, who founded her Dallas theater in 1945 but could not open it until

1947 for lack of an adequate building. Her first choice, the old Fair Park Globe Theater, with stage, was condemned by the Fire Marshal and demolished before she could open.

Thwarted by post-war building shortages in finding a substitute she eventually resorted, from necessity, to arena staging in the Gulf Oil Building, in State Fair Park. She thereby made her "theater-in-the-round" world famous as the first professional company in modern times to use the old form which dates back to Greek drama. Her technique was adapted by many other professional theaters over the country. She continued to hope for a changeover to proscenium staging and was planning toward this end when her career was cut short by accidental death in 1955.

The enlarged capacity of the new building makes possible a lower ticket price scale, to make good theater available to more Southwestern playgoers, it was announced. Prices will be \$2.50 for week nights and matinees, and \$3.25 for Friday and Saturday nights and opening nights. Season tickets will offer a 25 percent discount under the cost of single tickets, with rates of \$18.00 for all nine plays on week nights and matinees, and \$22.50 for nine admissions on the premium nights. Season ticket orders are being accepted this summer by the theater staff at 5206 Maple Avenue, phone LA 6-7881.

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NEWS SPOTLIGHT



COBB

Cobb Honored by B'nai B'rith. P. C. Cobb, Dallas high school athletic director, was named Dallas' Sportsman of the Year by B'nai B'rith Lodge Number 197 at a banquet in the Grand Ballroom of the Baker Hotel.

Julius Schepps, chairman of B'nai B'rith awards committee, lauded Mr. Cobb for his outstanding work with youth and called him "a man dedicated to athletics."

★

Dallas Home Sales Set Record. Sales of existing Dallas homes through members of the Multiple Listing Service of the Dallas Real Estate Board continued to exceed the two million dollar mark during May. This establishes a new dollar volume record for the month.

In addition to the transactions reported as completed by members of the cooperative listing and selling service, another 92 transactions were reported "pending" as of May 30th.

The May sales through the Multiple Listing Service boosted the total number of sales completed in the past 76 months to more than 7,500.

★

Univac Picks Dallas' Millionth Resident

Who was the exact millionth resident of the Dallas Metropolitan Area? On January 1, 1958, the estimated combined population of Collin, Dallas, Denton and Ellis Counties was 992,100. On January 1, 1959, it was 1,048,700.

The arrival of Number One Million in an area is usually cause for celebration. In Dallas there was no chance for a celebration. It was the addition of Collin, Denton and Ellis Counties to the Dallas area that boosted it over the million mark. When the official announcement was made in Washington, someone immediately became Number One Million.

Who is he or she? Nobody knows, but according to the best estimates of the Research Department of the Dallas Chamber of Commerce—backed up by its Univac "brain"—Number One Million either moved to or was born in the Dallas Metropolitan Area in early April, 1958.

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News Spotlight

Andrews Wins Prather Trophy. J. B. Andrews, mayor of Mesquite and well-known home builder, was presented with the Hugh Prather Award at the annual installation dinner of the Home Builders Association of Dallas County.

Mr. Andrews was cited for his policies in guiding the growth of Mesquite during his four years as mayor of the suburban city. He is the ninth holder of the award, instituted in 1950 to be given to the home builder or residential land developer whom the awards committee determines has done the most for the betterment of his community during the preceding year.

★

Kincaid Presented with Hoblitzelle Award. T. A. Kincaid, Jr., Crockett County ranchman, has received the 1959 Hoblitzelle Award for the Advancement of Texas Rural Life.

One of the most cherished honors in agriculture, the award consists of \$5,000 in cash, a certificate and a gold medal. It is presented biennially by Texas Research Foundation to the farmer or ranchman who has made an outstanding contribution to Texas agriculture during the preceding 4-year period.

A native of Ozona and a 1928 Texas A&M graduate, Mr. Kincaid operates a 20,000-acre ranch in Crockett County, 40 miles south of Ozona. He has a long record in fighting the battles of the farmer and the ranchman at national and state levels in all matters pertaining to the general good of agriculture.

★

Day Nursery Dedicated. The Pearl C. Anderson Day Nursery, the 111th welfare center of the Dallas County Community Chest, has been officially dedicated at a ceremony in Garland.

The newest red feather service becomes the eighth nursery of the Dallas Day Nursery Association, caring for preschool aged children whose mothers must work to support the family.

The \$49,000 one-story building was financed through the Dallas Community Chest Trust Fund by projected income from property deeded to the trust by Mrs. Pearl C. Anderson. The City of Garland provided the 1.11 acre wooded site for \$1 a year rent for 50 years.

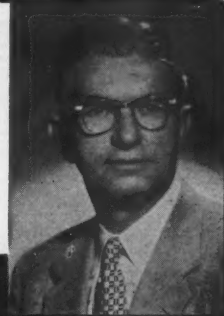
The 4,585-square-foot structure was designed by George Dahl, who donated his services both as an architect and construction supervisor. Elmore Klenk & Son were the builders.

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CLUBS AND ASSOCIATIONS



SHACKELFORD

Sales Executives Name Shackelford.

Charles H. Shackelford, vice-president and sales director of Restland Memorial Park, has been elected president of the Dallas Sales Executives Club. Other new officers are: C. Alfred Bailey of Mercantile National Bank, first vice-president; and Brents Broyles of Texas Blue Cross-Blue Shield, second vice-president. Mrs. Estherlee DeHaes was re-elected secretary.

Directors are William J. Baxter, J. Roy Brown, Marvin L. Brown, Jr., M. D. Dean, J. Pat Henry, Thomas P. Keating, Chris Kelley, Max H. Leavenworth, P. M. Rutherford, George K. Utley, W. N. McKinney and Earle Cabell.

★

Woodford Heads Accountants' Group.

R. R. Woodford, treasurer of Texas Metal and Manufacturing Company, Inc., has been elected president of the Dallas Chapter of the National Association of Accountants for the year 1959-1960.

Incoming officers include E. D. MacIver, The McBee Company, and G. W. Welsch, Lybrand, Ross Brothers and Montgomery, vice-presidents; Charles H. Wallis, CPA, treasurer; W. M. Wright,

Southern Methodist University, secretary, and Wayne W. Thomas, The TXL Oil Corporation, assistant secretary.

★

Manufacturers Name Randall Davis

Director. Randall Davis, general manager of the Sheraton-Dallas Hotel, has been named a director by the Dallas Association of Manufacturers and Wholesalers.

Mr. Davis, a thirty-year veteran of the hotel business, managed the Adolphus Hotel for 10 years, and returned to Dallas from the Sheraton-Jefferson in St. Louis.



COLE

Cole Named President of Appraisers Society.

Joseph W. Cole, who is affiliated with the Jones-West Mortgage Company, has been installed president of the Dallas Chapter, American Society of Appraisers.

Mr. Cole, a graduate of the University of Oklahoma, has been active in real estate and appraising since 1945.

Other officers are John Arnone of J. E. Foster and Son, mortgage bankers, vice-president; and C. W. Swearingen, southwestern representative of the American Appraisal Company, secretary-treasurer.

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SOUTHWEST ADVERTISING & MARKETING, as a member of Business Publications Audit of Circulation, Inc., and audited by this national organization, now offers your advertising in SAM the added advantage of reaching only "qualified" readers.

Under this new program set up by BPA, this audit of the circulation of SOUTHWEST ADVERTISING & MARKETING assures you that every executive by title receiving and reading SAM each month is a qualified reader and a verified recipient. This simply means that every person on SAM's circulation list is a qualified purchaser of your products, services or media. SAM has proven . . . now over 94% of its total circulation . . . to the satisfaction of BPA that all of the readers of SAM are executives in marketing and advertising in the southwest.

The audit of SAM's circulation by BPA is no mere audit to prove that a certain number of copies were printed and a certain number mailed out each month as are some audits. It is instead, an audit of the qualification of the readers to show that they are in this highly specialized field and in the professional classification which the publication has listed them in its report. In SAM's case, they are all directly connected with the advertising and marketing field in the southwest and are the executives who make the advertising and marketing decisions for their companies.

With this new verification of "qualified" readership offered by BPA and audited for the advertiser, in SAM you can be assured that your advertising message in SAM is reaching the men who make the advertising and marketing decisions in the southwest. What better guarantee that your message is seen by prospective purchasers of your products, services or media.

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Clubs and Associations



OLMSTED

Olmsted Heads Social Agencies. Dallas paper executive Robert M. Olmsted has been named president of the Dallas Council of Social Agencies.

Other new officers of the council are Robert L. Dillard, Jr., first vice-president; Mrs. James M. Collins, second vice-president; Charles E. Watson, treasurer, and Mrs. Logan U. Mewhinney, secretary.

Success Story: The Dallas Convention

(Continued from Page 19)

largely in Dallas trade channels. Since the hotel business is primarily one of services, it must rely heavily on local resources. Hotels traditionally do business with a long list of vendors. This means that any convention dollars spent at a hotel or motel will quickly be spread through the Dallas economy as the various other businesses deal with the hotel.

Retail stores passed the \$10 million figure in convention business in 1958, receiving \$10.3 million from Dallas visitors. These sales are not confined to downtown stores alone since the large conventions Dallas now attracts fill up the entire city and even overflow to other communities. This means that retail stores in suburban areas will do business with convention guests just as the downtown stores have always done.

Survey figures show that of the convention dollars spent in Dallas, 13% goes to restaurants. This means that they received \$8.1 million from the 462,000 visitors who came here for conventions, trade shows and sales meetings in 1958. Of course, services take a large portion of the restaurant dollar also, which means that a great deal of this \$8.1 million goes directly into Dallas pockets.

The remaining 25% of the \$62 million went for beverages, \$4.4 million or 7.1%;

local transportation, \$3.3 million or 5.4%; entertainment, \$2.4 million or 3.9%, and tips and other miscellaneous expenses, \$6 million or 9.6%.

An important advantage of this convention business which has come to mean such big business for Dallas is that it knows no boom and bust years. Even last year, when much of the nation was in the midst of economic uncertainty, convention bureaus all over the nation were reporting good business.

And Dallas? Records were being set by the handful by conventions here. As they continue their successful ways, all of Dallas will profit because of the money they bring here.

★

Behind the Scenes

(Continued from Page 23)

vention and trade show equipment and workshops under one roof.

Aside from the catering service available at leading hotels, Dallas has such catering organizations as Lawler-Dunton and Youngbloods. Walter Jetton of Fort Worth and Dallas provides unique western features for convention events. Such facilities as Austin-Godfrey Ranch and others provide additional facilities for rodeos and chuck wagon dinners.

In addition, there are many public relations, publicity and planning organizations set up to serve convention and trade show needs in Dallas.

Dallas has probably more air-conditioned modern exhibit space than any city in the nation. The \$8,000,000 Memorial Auditorium provides 110,000 square feet of exhibit space in addition to its other facilities. Fair Park provides 50,000 square feet of air conditioned space in the Women's Building and larger units of space in other buildings. Also Fair Park has ideal facilities for outside displays. Dallas' major hotels have large and flexible air-conditioned exhibit space facilities that can be used separately or together for major events.

The new Sheraton-Dallas has 15,500 square feet of space in its main ball room, an additional 3,000 in its Ballroom Lounge. The Statler-Hilton has 14,000 square feet of space in its overall Grand Ballroom and 4,700 in its Embassy group. The Baker Hotel has almost 10,000 square feet maximum usable display space, and the Adolphus has 14,540 square feet in its Ballroom and Regency Room.

These facilities, coupled with the permanent display space in the Merchandise

(Continued on Page 64)

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TRANSPORTATION

Southern Methodist University Offers Comprehensive Course in Transportation

by Dr. Paul Zook

Professor of Marketing and Economics
Southern Methodist University

It takes many things to move the people and things of Dallas County and the United States. It takes locomotives and rails. It takes motor trucks and highways. It takes aircraft and airports. It takes tariffs and shipping rooms. And it takes many other things. But most of all, it takes men.

And there is much movement of people and things originating or terminating in Dallas. So it takes many men. One of the most important problems for the industries which are shipping goods, as well as for the carriers who are carrying these goods, is to find men—good ones—for the transportation of these people and things.

There are several ways by which these men can be obtained. They can be found as a result of newspaper advertisements, through employment agencies or as a result of well-timed personal applications. But they also can be found on college and university campuses.

If these employees are new in transportation or traffic work they are probably of little immediate value to their employers. For that reason they are sometimes placed in on-the-job training programs where they may acquire the special knowledge or skills which will make them valued employees. More frequently the specialized knowledge or skills are acquired only through long experience. Sometimes this experience does little to qualify the employee for a more responsible job.

The on-the-job training programs and the long years of experience tend to emphasize *how* things are done rather than *why*. It is important to know how things are done. But in today's complex economy, business decisions must increasingly be made by men who not only know *how* but also understand *why*.

To understand *why* requires a breadth of knowledge which is not assured by merely acquiring a highly specialized skill as a result of long experience. The men of decision, the men who understand *why*, are men who understand the relationships which the specialized activities have to other economic and social forces and processes.

Colleges and universities cannot provide the specialized skills which are



WILLIAM B. THOMAS JR., transportation student at Southern Methodist University, learns the "ropes" as a part-time employee at Guiberson Corporation, one of a number of Dallas companies which provide on-the-job education for SMU students.

acquired by working. They can, however, provide a broad education in which emphasis is placed on understanding the economic and social forces and processes—i.e. on understanding *why*.

The School of Business Administration at Southern Methodist University offers a curriculum leading to a B.B.A. degree in transportation. The emphasis in this curriculum is on a broad education. It is expected that specialized knowledge and skills can be acquired only by working in transportation, for the carriers and for industry. This training is the responsibility of industry and the carriers. But SMU can introduce the potential transportation or traffic man to economic relationships which stress *why*.

The curriculum at SMU requires the usual college courses in English, mathematics, science, history, etc. In addition to that, a certain amount of work in business courses (accounting, statistics, marketing, etc.) is required. And there are courses in economic principles as well as class work in transportation economics.

The aim of this curriculum is to give the student a broad education which will contribute to his development as an individual. It will also provide him with an understanding of the background and development of American business institutions and practices. It is hoped that he

Transportation

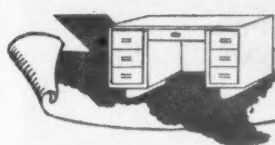
will develop a capacity for a better understanding of economic and social relationships.

But there is another phase of transportation education at SMU to supplement the emphasis on understanding why. Under the sponsorship of The Dallas Chapter of Delta Nu Alpha (professional transportation fraternity) local employers have been encouraged to employ transportation students on a part time basis while they continue their formal education. This gives the part time employee an opportunity to begin to acquire those specialized skills which can be acquired only by experience. (He begins to learn how.) This in turn makes his class work at SMU more meaningful to him. It also permits him to determine the extent of his interest in transportation and traffic work at the same time that it gives his employer an opportunity to look him over.

It is hoped that the broad general education together with the experience acquired at part-time work will contribute to some of the men required to move people and things. And men are the most important thing in transportation.

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DALLAS

LONGVIEW

JULIUS SCHEPPS WHOLESALE LIQUORS, INC.
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Behind the Scenes

(Continued from Page 61)

Mart and the Trade Mart group, give Dallas the physical facilities that can be adapted for conventions, trade shows and market events of any magnitude. Coupled with Dallas' service facilities and growing convention and trade show service "know-how," Dallas provides a convention and trade show package that can be matched by few cities in America.

★

Dallas Joins the Jet Age

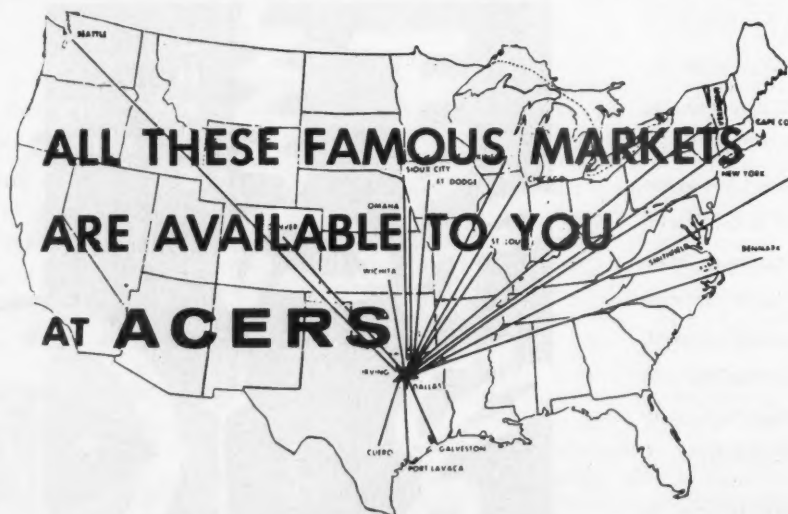
(Continued from Page 25)

can be telescoped into pockets to provide a clear opening width of 420 feet on either side of the building.

A 10-foot high turn-over tail door is provided for each of the two center hangar positions to allow passage of the high tail of the 707 jets. The mammoth hangar bays on each side of the main three-story core of the base are large enough to house six four-engine jet aircraft at the same time, either the Electra or the 707.

American Airlines \$1.35 million hangar and maintenance facility is designed for servicing the jet fleet as well as conventional piston-powered aircraft. The vast hangar floor will accommodate two 707 jets, with the planes' tails extending out each hangar door. This design accounts

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for the jet-age hangar's most interesting feature — "camera eye" doors.

After the two 707's are positioned in the hangar, with tails protruding through the sliding doors of the hangar, the electrically controlled steel plates fastened to the sliding doors and which look like the lens of a camera then are positioned snugly around the body of the plane. Foam rubber buffers on the aperture plates form weather proof seals around the aircraft.

Theory behind the "tail-out" hangar, according to American Officials, is that little if any work is done on the tail assembly of an aircraft during maintenance and periodic checks. Thus, it is more economical to leave the tail out with a specially fitting door to seal it rather than increase the hangar to the size necessary to completely accommodate two 707's.

At the extreme south end of hangar row is the jet-age maintenance center for Delta Air Lines. The new hangar, designed to accommodate the DC-8's, is 300 feet long and 170 feet wide.

Construction of the \$1.1 million building is all steel, with cantilevers supporting the roof. Six doors, driven by motors, close the front of the hangar which is 45-feet high.

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Dallas of Tomorrow

(Continued from page 30)

educational advances in Dallas must be attributed to its schools."

The growth of the Dallas County economy is traced at length by the bank:

"The growth of the Dallas County economy is vividly demonstrated by the gains in employment. Total employment rose from 162,019 in 1940 to 400,675 in December, 1958, reflecting an increase of nearly 150 percent despite an actual decline of over one-fourth in agricultural employment. The downward trend in the number of agricultural workers is a result of consolidation of farms into larger units, the mechanization of farm work, and the steady decline in farm acreage in Dallas County.

"Non-agricultural employment in the Dallas metropolitan area increased about 155 percent from 1940 to 1958, with the sharper advance occurring from 1940 to 1950. Compared with the state-wide gains, Dallas showed a more rapid rate of growth from both 1940 to 1950 and from 1950 to 1958. The advance in factory employment also was more rapid in Dallas than in the State in both periods. In the 1950-58 period, factory employment in Dallas County rose nearly three-fourths while such employment in the state increased only one-third.

"Reflecting these outstanding increases, the Dallas labor market has developed the flexibility needed to meet unusual demands. Unemployment has been consistently below the national average; long-term unemployment has been especially low...

"Personal income in Dallas rose sharply from \$921 million in 1948 to \$1,855 million in 1957, reflecting a gain of 101 percent, contrasted with the state-wide increase of only 81 percent. In 1957 the personal income of Dallas citizens was about 11 percent of the state total, and wage and salary income was approximately 12 percent. Wages and salaries were 69 percent of total personal income in Dallas but were only 65 percent of the Texas total. Other labor income was also more important to Dallas than to the State. In contrast, proprietors' income, property income, and transfer payments (such as unemployment compensation) constituted larger percentages of the total for Texas than for Dallas."

The report praises Dallas' planning for an adequate water supply:

"At present, Dallas has a dependable supply of 140 million gallons per day, or

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nearly 40 percent more than its average effective demand. The completion of the master plan will provide a safe daily yield of over 500 million gallons. With an estimated 4-year supply in its reservoirs — even without any rains — and a new reservoir scheduled for completion by 1962, Dallas appears to be in an excellent water supply position."

Dallas medical facilities are also lauded by the report:

"Medical facilities in Dallas are among the finest in the Southwest. The city has nine public and private hospitals with a total of 3,434 beds. The substantial expansion which is under way will eventually add more than 900 new beds. Research facilities and the medical schools provide a strong support to the direct patient contacts."

The bank does see some "black clouds" on the economic horizon for Dallas but it hedges here by pointing out that even these may prove to have silver linings.

"In terms of the main structural supports of the Dallas economy, uncertainties exist about only wholesale trade and particular manufacturing segments. The future of Dallas as a service and financial center seems as bright as its illustrious past. Certainly, the interconnected web of financial institutions and relationships is to gain further strength.

"Wholesale trade activities have been changing rapidly. The private wholesale establishment has been generally losing out to company warehouses. Dallas has kept pace with this trend; but, if population and trade continue to grow in the Southwest, further decentralization of wholesale warehousing, and distribution points may occur. Thus, wholesale trade

(Continued on next page)

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Dallas of Tomorrow

in Dallas may provide a smaller share of of employment and income. However, the decentralization may have some advantages, such as more efficient distribution and the possibility that Dallas could become the manufacturing center serving branch warehouses throughout the Southwest.

"A second disturbing element in the Dallas economy is the reliance upon the defense-dominated aircraft industry. In addition to the instabilities inherent in Government defense work, another problem for the aircraft industry is adjusting to the shift from manned aircraft to missiles. This shift can mean extensive changes in the composition of aircraft industry employment, as well as more rapid changes in the types of production. Short of a real war in the near future, assembly lines for manned aircraft may become less important. Dallas needs to give real consideration to how the changes will affect the employment and income levels of the city and how to bolster its manufacturing segment with industries in which a growth pattern is more certain . . .

"A third group of problems centers about the internal changes necessary to modernize Dallas to meet the demands of a growing populace. High on the list of such difficulties is the need to handle traffic and street parking problems and the connected problem of intracity public transportation. Solutions to these problems will require the best efforts of the leaders, city officials, and general public of Dallas . . .

"Finally, there is a problem of inter-governmental relations between Dallas and its neighboring cities and other governmental units within Dallas County. Although numerous steps have been taken, such as the formulation of the Dallas County League of Municipalities, the Metropolitan Advisory Committee, and the Trinity Water Committee, the accomplishments thus far are meager in relation to the problems of joint concern that need aggressive action and require the cooperative efforts of the leaders of all the cities involved . . .

"None of the problems cited above are insoluble, and with the best efforts of the city, all can be handled in a satisfactory manner. Dallas and its leaders have shown a capacity for meeting all challenges to the city's growth and may be expected to do so in the future."



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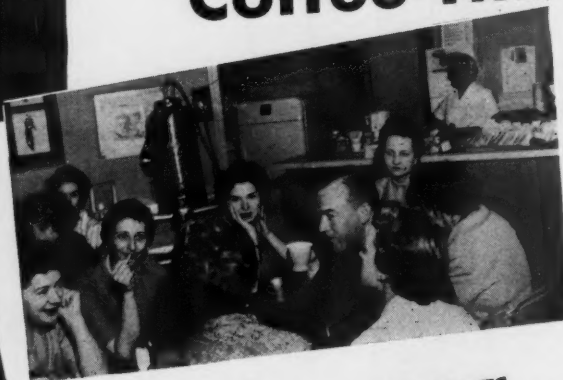
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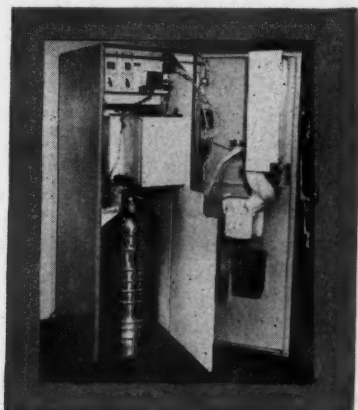
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Ambassador Ex Officio Appointment Due for Dallas Business Leader

A prominent Dallas business leader is due for appointment as Ambassador Ex Officio by the U. S. Department of Commerce, Washington, D. C.

This will be the first time a Dallasite has been selected to participate in the Department's Trade Mission Program, according to George S. Thompson, Manager of the local Field Office.

Prominent business leaders from throughout the nation have joined U. S. Trade Mission teams to Poland, France, Germany, Yugoslavia, Spain, Morocco, Nigeria, Japan and India recently.

The types of American businessmen appointed are those highly qualified in the fields of greatest current interest to the foreign businessmen in the host country. Each mission is composed of three to five top-flight American businessmen who, in the country to which they are assigned, consult and advise with local businessmen and government officials on American methods of doing business, possible application of U. S. production techniques locally and the development of specific trade and investment opportunities between the two countries.

Each U. S. Trade Mission is briefed for several days in Washington, D. C., before its departure overseas for a six to 9 weeks visit. Since inauguration of the program in 1954, 62 Missions have carried the story of American private enterprise to the peoples of 37 countries and more than 400 cities.

WORLD TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.)

EXPORT OPPORTUNITIES

COSTA RICA—National and International Agencies, Apartado 3234, San Jose, Costa Rica. Firm specializing in representations especially seeking lines of: 1. cotton, silk, synthetic and woolen fabrics

and general textiles, and 2. all items for construction and building fixtures. NIA/596

COSTA RICA—Gurdian & Co., Inc., Apartado 2061, San Jose, Costa Rica. Firm has clients wishing quotations FOB and C&F Port Limon on 1 Net Ton lots of Dicalcium Phosphate. GC/596

IMPORT OPPORTUNITIES

JAPAN—Kitamura Products Co., 583 Nozato-cho, Nishiyodogawa-Ku, Osaka, Japan. Manufacturers and exporters of oil pastels seeking sole agents for sales in U.S. KPC/596

SPAIN—C.H.A.T., Paseo de Gracia, 1, Barcelona, Spain. Seeking outlets for ornaments of small figures; religious images and woodcuts; sports items of leather and hide including all types of balls and baseball gloves. CHAT/596

JAPAN—Fukuoka-Ken Trading Co-operative Assn., 19, Bakuro-Cho 2-Chome, Higashi-Ku, Osaka, Japan. This firm exporting and seeking sales for Hakata dolls; bamboo products; Kokeshi ornaments; paper lanterns; grass mats, and other items too lengthy to list. FK/596

ITALY—Naef Brothers, Palazzo S. Francesco, 15. P. O. Box N. 173, Livorno, Italy. This firm exporting and seeking outlets for bird seed; garlic; culinary herbs, and haricot beans. NB/596

MEXICO—Granco, S. A. Av. Madero Num. 20-408, Mexico 1, D. F. Exporters offering quantity lots of Mexican baskets of straw, common reed grass and similar material, and also Mexican brooms and straw hats. Excellent references. G/596

ISRAEL—Fantasia, Osborn Building, Beth Alpha St. 28-29, Tel-Aviv, Israel. Exporters of giftwares seeking importers and outlets. F/596

HONG KONG—Luiz B. Gomes & Co., Ltd., 7, Ice House Street, Box 2763, Hong Kong. Firm desirous to locate firm to represent them on commission basis for sale of plastic toys and articles; ready-made garments and brassieres; canvas rubber shoes, etc. LBG/596



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YOUNG MEN GOING PLACES

Rex Beasley

Rex Beasley, 34, is a young man with an amazing latitude of talents and hobbies. The only son of a remarkably successful insurance executive and untiring builder, Rex has steadily enlarged his own administrative talents without letting a lifetime of exposure to one business diminish his enthusiasm for many interests in addition to insurance. In his own fashion, Rex has been making a name for himself as a writer, an expert in electronic sound equipment, a collector of rare books, and of unusual hi-fi and stereophonic records.

As Rex sees it, his hobbies are a means of periodic escape from the tensions of days that grow busier and more crowded with increased responsibility. As Vice President in Charge of Home Office Operation and a member of the Board of Directors at Republic National Life Insurance Company, Rex faces the complex problems of keeping more than 500 home office associates happy and enthusiastic about Republic National Life. He is a member of all departmental committees of the company and also serves on the executive committee and its investment committee. Since joining the company on a full-time basis 14 years ago, Rex has had experience in almost all home office operations. During these 14 years, Republic National Life has grown from a company having \$50 million life insurance in force to its present two billion. This is a record growth for the entire industry, and the expansion problems involved have provided Rex with a tre-

mendous opportunity to develop executive and administrative skill.

Three years ago in June of 1956, the company reached the impressive total of one billion of life insurance in force, and at the same time, opened the doors of its completely remodeled home office building on North Central Expressway. In the months preceding this event, Rex Beasley played an important role in the plans for remodeling and redecorating this imposing building. With the phenomenal growth of the company to two billion of life insurance in force just thirty months later, Rex and his associates are now studying the problem of how this building can be expanded to accommodate a rapidly increasing number of home office personnel.

For Rex Beasley, there is no typical or routine day. The recent addition of important new equipment, such as the RAMAC (Random Access Memory Accounting Control, the IBM 305) is basically a responsibility of the company's Planning Division, but it affects nearly all departments of the company and the daily activities of a great many employees; so Rex Beasley is involved. There are frequent finance and investment committee meetings, agency committee meetings, group department meetings, reinsurance department meetings, advertising and public relations committee meetings, and personnel department meetings. These are all typical activities which fit into the pattern of just about any day at Republic National Life.

Then, too, there are special projects and problems involving co-ordination be-

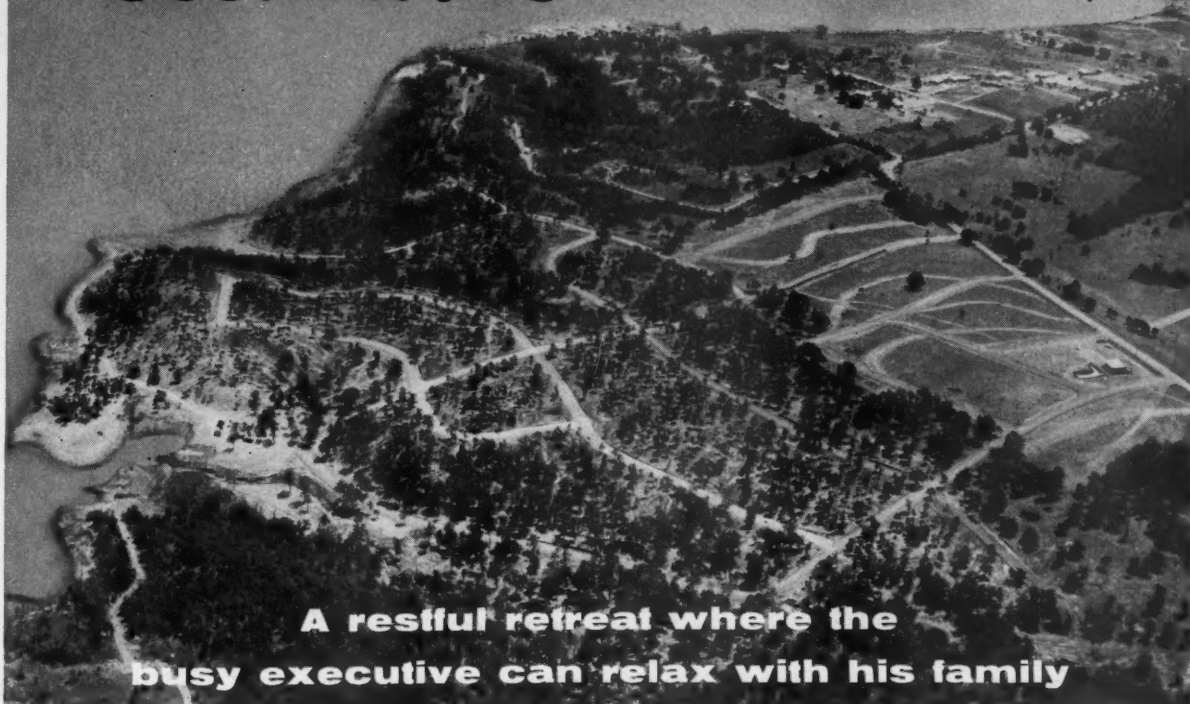
tween the home office and the company's rapidly expanding field force, and also important administrative and legal matters. In the latter case, Rex Beasley works closely with Barry Oakes, Administrative Vice President and General Counsel. When the operations of the field force in 40 states, the District of Columbia, Hawaii, and Puerto Rico are concerned, Rex co-ordinates home office activities with Clarence Skelton, Senior Vice President and Co-Ordinator of Production Planning.

It is this pattern of a busy day that has encouraged Rex Beasley in his enthusiasm for hobbies for happier home life. He and his wife, Dorothy, and their two children, Ronald Rex Beasley, 10, and Victoria Ann Beasley, 7, get a real thrill out of making a selection from more than a thousand hi-fi and stereophonic records. Or, they can select one of the hundreds of tape recordings that Rex has made and enjoy the wondrous benefits of electronics.

Rex Beasley is a graduate of Highland Park High School and attended Texas Christian University and Southern Methodist University. He was recently appointed a committeeman in the Boy Scouts, is a member of the Board of Management of the Park Cities Y.M.C.A., and active in the Central Christian Church.

With so many interests, plus important executive responsibility of a major life and accident and health insurance company, Rex Beasley can be sure that his days will continue to be full and interesting.

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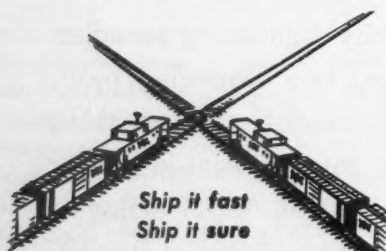
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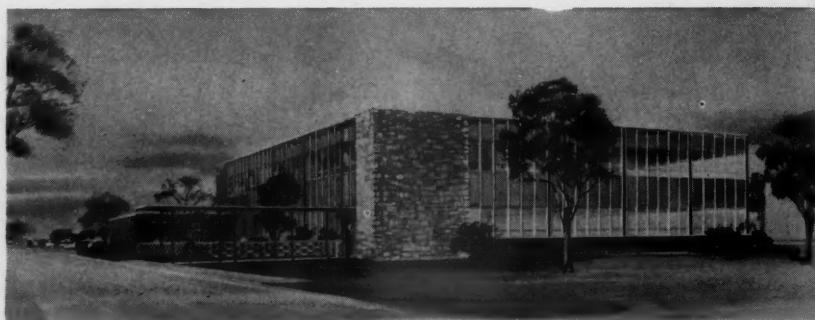
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NEW AND EXPANDING BUSINESS



Insurance Company of North America Builds

The Insurance Company of North America Companies have announced start of construction on a 25,000 square foot office building at 7900 Empire Freeway in Empire Central for service operation for North Texas, Oklahoma and Arkansas. Architect for the building is Broad & Nelson. Julian Barry is general contractor, and the Moser Company handled real estate transactions. Completion is set for September 1.

Great Southwest Railroad Opens

Inauguration ceremonies were held late last month for the opening of the Great Southwest Railroad.

The new line, first to be chartered in the Southwest in nearly half a century, will serve the Great Southwest Industrial District. It connects with the T&P at the south and with the Rock Island at the north, and as a terminal switching line is expected by GSRR officials to reach a traffic volume of 25,000 carloads a year by 1965.

On completion of lead trackage, the line will be some 16 miles long, built at a cost of about a million and a half dollars, including equipment. Ten miles, including spur trackage, is now ready for use.

Construction of the line required the building of eight major rail bridges, including three over the Trinity River.

★

La Tunisia Sets Opening. La Tunisia, Dallas' newest restaurant, will be opened July 3 in Exchange Park next to the Exchange Bank Building.

Hailed as one of the best examples of interior design in the nation, La Tunisia leans heavily on authentic North African decorations. The Arabian theme is carried through the main dining room, which seats 150; the private dining room for 100, and the lounge, called "the Shiek's tent." The Pioneer Room, which seats 30 for executive lunches and small evening parties, combines the motifs of Texas and North Africa.

La Tunisia was designed by Marco Design and Engineering Co. of Los Angeles, creators of Disneyland.

★

► **Premier Industrial Corporation**, manufacturer of auto replacement parts and fasteners, has chosen Dallas as the site for a regional warehouse. Premier, whose headquarters are in Cleveland, has purchased a four and one-half acre site on Manana Street in Highland Industrial Park, and will erect a 60,000-square-foot facility, with initial employment of approximately 35 people planned. Tom Whitley of Watson & Watson, Realtors, handled the purchase negotiations. This is Premier's first operation in the Southwest.

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Subsidiary M&C Nuclear, Inc. is the largest privately-owned facility in the atomic field engaged in combining fissionable metals with stainless steel, aluminum, zirconium, and other corrosion-resistant metals for nuclear fuel components, elements and cores.

The consolidation of Metals & Controls research and engineering activities at the metallurgical level with other TI skills at the structure-of-matter level will result in creation of new products and improvement of current products throughout the entire organization.

With TI offices now in 65 of the world's principal cities, and 12 domestic and overseas manufacturing

plants, customers will benefit through an expanded marketing program and an even more diversified line of products and services. TI customer-oriented policies will bring increased emphasis both on development and manufacture of advanced technical products and service based on specific customer needs, present and future.



The Metals & Controls division's main plant of 500,000 sq ft in Attleboro, Mass. where all three main product lines of clad metals, thermostatic and electrical controls, and nuclear fuel elements are manufactured. Smaller plants throughout the world provide local sources of supply for clad metal products (including "Trullex" thermostat metal and electrical contacts) and controls (sold under the tradenames "KLIXON" and "Spencer").

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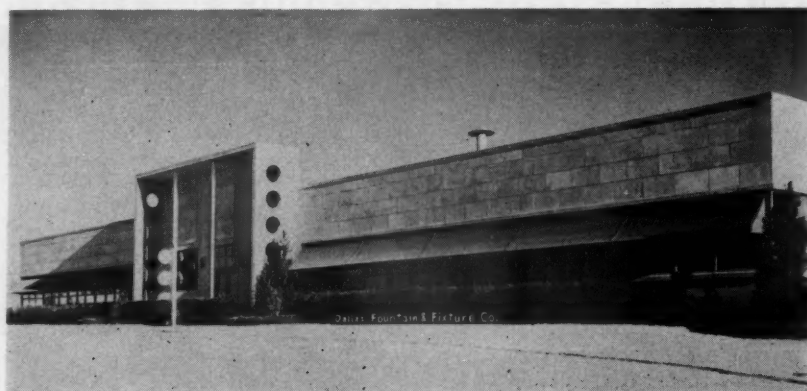
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New and Expanding Business



Dallas Fixture Company Occupies New Site

The Dallas Fountain and Fixture Company has moved into this 27,000-square-foot facility at 3712 Haggard Way. The new building provides 12,000 square feet of air-conditioned office and showroom space, and permits display of the company's operation as a designer and supplier of fixtures and interiors for hotels, restaurants, clubs, banks and stores.

▶ Executive Aircraft Service has started construction on an enlarged installation that will double the size of the facility. Included in the project is a two-story building to house administration offices, stockrooms and storage, a 6,620-square-foot structure housing the engine shop, hydraulics, mill and radio shop, and a one-story warehouse. Cost of the expansion is \$250,000. The firm is located at Redbird Airport in Southwest Dallas.

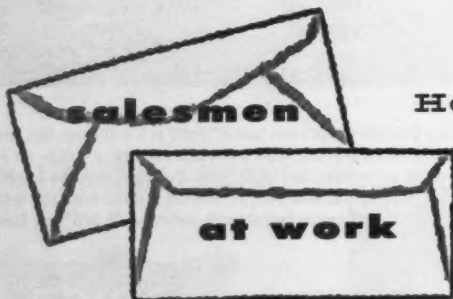
★

▶ The Dallas Veterans Administration regional office, located at 912 South Ervay since 1950, has moved to a new marble-faced brick building at 511 North Akard. Offices included in the move are the con-

tact division, compensation and pension claims, loan guaranty, chief attorney, vocational rehabilitation and education, and education-supporting services and the veterans service organizations. Edward P. Onstot is the office manager.

★

▶ Volkhart Bros., Inc., world-wide cotton merchandising firm with headquarters in Winterthur, Switzerland, has moved its New Orleans cotton office to Dallas. The firm's local office will occupy virtually all of the tenth floor of the Dallas Cotton Exchange Building, with A. Owen as manager. Mr. Owen joined the Volkhart organization after 20 years with W. D. Felder & Company, a Dallas firm. About 40 persons will be employed locally.



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New and Expanding Business—

Tommy Tucker Plastics Builds New Dallas Plant and Offices

A 20,000 square foot, modern, air conditioned, brick and masonry building is under construction at 3411 East Kiest Blvd. in the Cedar Crest Industrial District for Tommy Tucker Plastics in Dallas.

Completion of the new building, slated for August, will almost double the production and office facilities of the present location at 129 Leslie Street in Dallas.

Costing \$125,000, the new plant will be located on a 2½ acre plot of ground with ample space for future expansion. A paved parking area will surround the loading docks at the side of the building.

General contractors for the new building are C. P. Freeman and A. P. Wiley, Jr. of Dallas, with A. P. Wiley, Jr. as architect.

★

► The Austin Company, national engineering and construction firm, now is occupying new, expanded facilities in the Dallas area. The firm which pioneered the complete service idea in the industrial building field prior to World War I, opened its first Texas office in Dallas in 1921. The Dallas area operation is headed by W. H. Edwards and A. F. Plant, Jr., project engineers, with offices in the 211 North Ervay Building.

★

► Syndicates, Inc., a new company in Dallas in the field of real estate development and management, has purchased the former Federated Mutual Building, 2133 McKinney Avenue as corporation headquarters. Officers of Syndicates, Inc., are Robert S. Folsom, a partner in J. V. Folsom & Sons, manufacturers agents; Sanders H. Campbell, a partner in Campbell & Campbell, Realtors, and Claude R. McClennahan, Jr., who serves as the corporation vice-president and general manager.

★

► Trinity Ceramic Supply Company, Inc., a nine-year-old Dallas-based firm, is expanding operations with a new warehouse and office building in Brook Hollow Industrial District. The 11,400-square-foot building, located at 9016 Diplomacy Row, will be served by two truck doors, a rail spur and paved off-street parking. J. L. Williams & Company is the investment builder. Grady Jordan & Company handled real estate negotiations. Trinity Ceramic was founded by R. L. Campbell and Edwin O. Davidson, and the firm's operations now extend into ten states.

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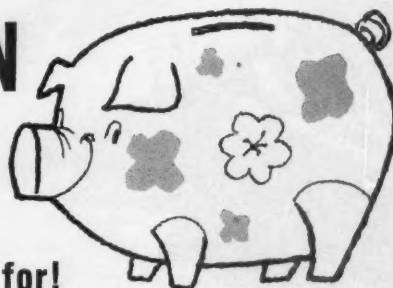
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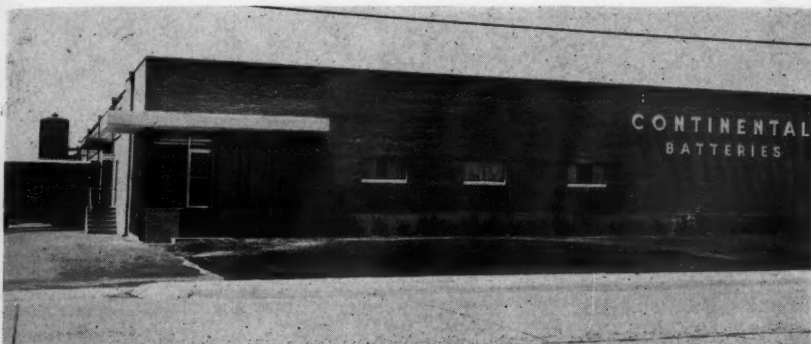
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The most important thing I do
is serve you



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New and Expanding Business



Continental Battery Moves to Woodall

Continental Battery Company has moved its home manufacturing company to a new 20,000 square foot building at 4919 Woodall. Manufacturers of storage batteries, Continental now has a production capacity of 1,000 batteries per day and distributes throughout the Southwestern and Southern states. General contractor for the brick building was Whilmar Construcion Co.

► Knife and Fork, a new restaurant that remains open all night, has opened at 2008 Commerce Street across from the City Hall. It is the second restaurant opened by John G. and Mary Palmer in the past six years. It offers a large variety of foods served cafeteria style during the day. During the evening it is run as a restaurant with steaks and special dishes as feature attractions.

► Union Carbide Plastics Company has opened offices at 1511 Bryan Street with James A. Gibbons as technical representative. This is the first such office in Texas for this company with a sales representative handling all products. Mr. Gibbons will represent Union Carbide in polystyrene, vinyl, polyethylene, phenolic and epoxy sales. Union Carbide Plastics was formerly the Bakelite Company.

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Open 5:30 for COCKTAIL HOUR
Closed Tuesday

SUPPER CLUB

Plus nightly entertainment in our new

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4

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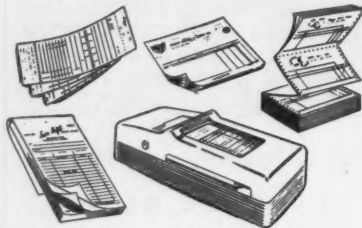
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New and Expanding Business



Bearings Firm Moves to New Location

Bearings and Power Transmission Corporation has moved to a 4,500-square-foot facility located at 2312 Irving Boulevard. The firm distributes ball and roller bearings, oil seals and power transmissions. It also warehouses for Union Chain and Manufacturing Company. Jon D. Corsey was the architect and builder.

► KVIL, a new radio station for the Dallas area, has been announced. Opening date is set for November this year. The station will operate at 1150 on the dial and will carry news and music programs, with the exception of rock and roll. KVIL which will transmit via both AM and FM, will have studios in Highland Park Shopping Village.

► RU-Earth Distributors, a new direct sales organization to serve Dallas County, has been set up by Earl H. Hite. Mr. Hite has had seven years' experience in the selling field, and has planned a sales organization to serve business and the home in the direct distribution of products and merchandise on an exclusive basis for Dallas County.

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New and Expanding Business—



KECK

Bulman Opens Dallas Office

The world's largest manufacturer of metal store fixtures, The Bulman Corporation of Grand Rapids, Michigan, opened a new division office in Dallas on June 1.

With the establishment of this new divisional headquarters, to be located in the Dallas Trade Mart, increased store planning and fixture service is available to retailers in the rapidly expanding Southwest market. The division offices were established in Dallas because of the growing demand for the firm's merchandising and fixture service, another step in Bulman's program of developing and strengthening national distribution, said P. G. Williams, Jr. general sales manager.

One of the country's foremost store planning specialists, Karl K. Keck, has been appointed sales manager of the new office. Mr. Keck's background includes over a decade of experience in the store engineering and equipment field. Before joining Bulman in 1956, he supervised design and layout of the new and remodeled stores for a well-known chain. Prior to this, Mr. Keck was field consultant for a checkout manufacturer. Since joining Bulman he has worked closely with many of the nation's leading chains. This work included store planning, general merchandising and special fixtures. Mr. Keck has been especially active in developing equipment for soft goods display.

★
► Panoil Company is the new name of Pan American Land & Oil Royalty Company of Dallas. W. B. Sherman is president of the firm which recently announced it has started exploration work on a million acres of oil concessions in Turkey.

Panoil has also taken over the direction and management of the oil and gas properties in Trinidad, B.W.I., of Premier Consolidated Oilfields, Ltd.



FREE BOOT OR HOLSTER
TOOLED KEY CASE

M&M LEATHER CRAFT CO.
210 S. ERVAY

SHOP M&M GIFT STORE — HAND TOOLED BELTS, BILLFOLDS,
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A COMPLETE LINE OF LEATHERCRAFT
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COME IN AND BROUSE AROUND

A Special Welcome to Conventioneers

Elegance by STEELCASE

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Designed with the specific needs of the efficient secretary in mind, this desk of thoughtfully superior styling allows for maximum floor space usage, a minimum of care.



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New and Expanding Business



THIS DALLAS distribution center will enable American Viscose to provide greatly improved service to cellophane users in the southwestern states, including Texas, Oklahoma and New Mexico.

Avisco Cellophane Occupies Brook Hollow Facility. American Viscose Corporation's Film Division's new distribution center at 8900 Chancellor Row in the Brook Hollow Industrial District is the fourth step taken by the company since 1955 to speed distribution of sheet and roll cellophane. The other three were centers opened in Los Angeles in 1955, in Atlanta in 1956, and in suburban Chicago in 1957.

The new Dallas facility is conveniently adjacent to a Rock Island rail spur, and the offices are equipped with year-around air conditioning.

The center provides the most modern processing equipment to handle special cut-to-size orders for direct customers. Orders for the converter department are being processed here as well. The building is completely insulated and humidified.

The cellophane firm's Dallas district sales office, formerly at 556 Merchandise Mart Building, also is located at the Brook Hollow center. Phillip E. Lawrence is the district sales manager.

★

▶ Dan Tobias Advertising, a locally-owned advertising agency, has moved to larger quarters at 2114 North Akard at McKinney. The firm formerly occupied space in the Texas Bank Building. The new facilities include three private offices, a reception area, workroom and storage space.

★

▶ The American Association of Oilwell Drilling Contractors and The Drilling Contractor Magazine have moved to Room 505, 211 North Ervay Building, Dallas. The telephone number remains RIVerside 2-2481.



TOWN HOUSE, with its quiet charm, is but a brief five minutes from the bustling business and shopping center of "Big D," convention city of the Southwest.

FOR your comfort and convenience... year 'round air conditioning, swimming pool, "breakfast in bed service," coffee shop, TV's and radios in every room, and porter and maid service.

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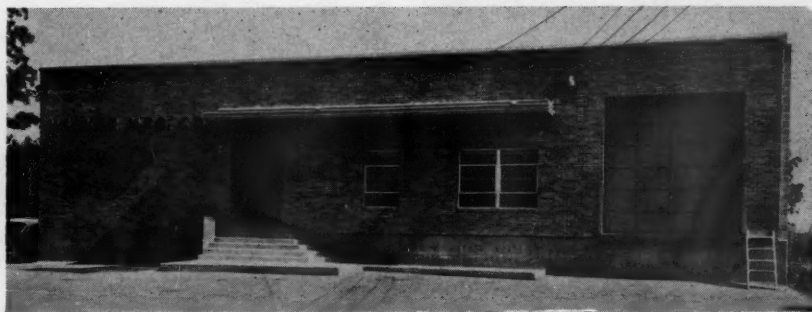
CANADA DRY GINGER ALE

*World Famous because
it's the World's Finest*

4901 MAPLE

LA 8-6138

New and Expanding Business



Basco Moves to New Quarters

Basco, the local division of Hecker Manufacturing Company of San Francisco, has occupied this 13,000-square-foot masonry building, located at 2659 Brenner Drive in the Highland Industrial District. Constructed by J. L. Williams and Company, lease negotiations for the building were handled by Preston Oglesby of Harry J. Garrett & Company. Basco manufactures and installs glass shower doors, tub enclosures and a sliding glass patio door unit. John J. LoMonaco, divisional manager, is in charge of the complete operation, which covers all areas east of the Rocky Mountains.

► World Gift Company, Inc., is expanding its nation-wide headquarters with a new 24,000-square-foot warehouse and office building in Brook Hollow Industrial District. Located at 845 Regal Row, the facility now being constructed will include 4,000 square feet of air-conditioned office space, with completion expected around July first. Sanders Campbell of Campbell and Campbell, Realtors, handled lease

negotiations for J. L. Williams, builder and owner.

★

► Thermo-Fax Sales, Inc. of Dallas has moved into larger quarters in the Gibraltar Life Building, 2008 Bryan. The move, marking the expansion of the company's copying machines sales, reflects Thermo-fax's confidence in a growing market for business machines in the Dallas area

Straight tops . . . rounded tops . . . whatever the shape, there is a desk for every job. Suiting them to each other is second nature to Stewart Office Supply Co.'s staff.

Office equipment tailored to your business, saves you time, money and inconvenience. Nearly 50 years of experience backs Stewart's office interior planning. For one room, or an entire building, consult Stewart's.

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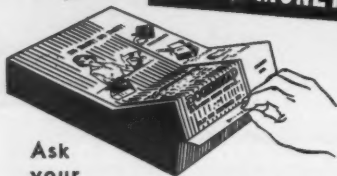
STORE AND FURNITURE DISPLAY / 1523 COMMERCE STREET

GENERAL OFFICE AND DUPLICATOR DIV. / 400 S. AUSTIN
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New and Expanding Business



Specialty Engineering Occupies New Headquarters

Specialty Engineering Corporation, Dallas-based manufacturer and distributor of soft drink dispensers, has moved into this 12,000-square-foot office and warehouse at 8708 Directors Row in Brook Hollow Industrial District. The new facility provides 10,000 square feet of production space and 2,000 square feet of air-conditioned offices. There are two truck-loading doors and a rail door opening on a Rock Island spur. A. P. Wiley was the building contractor and real estate negotiations were handled by Don Tobin of the Moser Company.

► Tecnifax Corporation, now located at 1314 Pace Street, Dallas, has contracted for a new 7750-square-foot building to be erected at 2500 Farrington Street. Completion is planned for the first two weeks in July, at which time the regional office now located in Houston will be moved to Dallas. Tecnifax manufactures films cloth and papers for use in ammonia

and moist process machines and is also a leader in films for the visual communication field.

★
► The Lien Chemical Company of Dallas has opened at 2671 Myrtle Springs, specializing in washroom sanitation and deodorizing service. R. L. Lamb is president and general manager of the firm.

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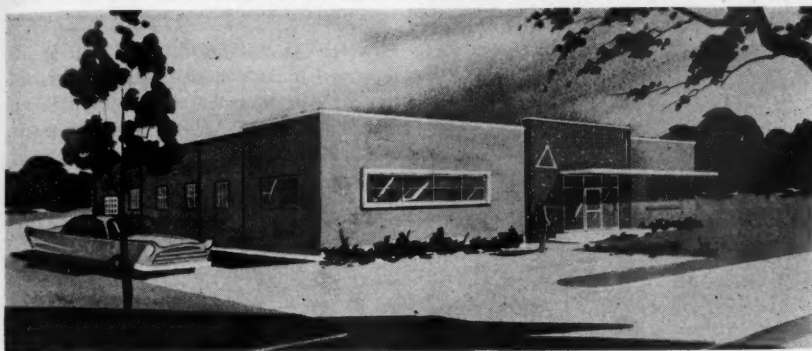
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New and Expanding Business



Construction Starts on Building for Electronics Firm

Electronics Equipment Engineering, Inc., has signed a long term lease and construction has been started on a new 8,000-square-foot home office and factory at 2648 Brenner Street in the Highland Industrial Park near Love Field. Completion of the one-story, brick and masonry structure is expected within the next 60 days. The lease on the property was handled by Klindworth and Cox. J. P. Ashcraft is the developer. Electronics Equipment is a three-year-old firm specializing in all types of aviation electronics.

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1000 ROOMS — 16 FLOORS

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ARCHITECT: J. N. McCANNON & ASSOCIATES



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- Main floor—retail shops, lobby, supper club, banquet rooms, terraced restaurant overlooking court, indoor pool and ice rink.
- First four floors will be used for public rooms.
- Top two floors for executive suites and permanent guests.
- Eating facilities for 2000.
- Banquet room planned to seat 1500.
- Drive-in registration window.

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APPOINTMENTS AND PROMOTIONS



MIKE UTZ has been appointed sales manager of John P. Bounds & Son, a firm which has been furnishing decorations and equipment for conventions and sales meetings in Dallas. Mr. Utz, who has a long-time hotel background, comes to the Bounds firm from Long Beach, California, where he served as manager of the convention bureau of the Long Beach Chamber of Commerce.

★

R. E. DICKSON has been appointed assistant to the vice president - sales of the U. S. Steel's Oil Well Supply Division in Dallas. A graduate of Texas A&M, Mr. Dickson was employed by "Oilwell" in 1938 at the Dallas accounting department. In 1941 he was transferred to the United States Steel audit department and returned to the Dallas accounting department in 1944 as general accounting supervisor. He was appointed assistant to vice president - merchandise in 1950, and in 1957 was transferred to the sales department and appointed district manager, Canadian Area, with headquarters in Edmonton, Alta., Canada.

★

ALLAN D. BRANYON has been elected assistant trust officer and assistant cashier of the corporate trust department of Mercantile National Bank, Dallas. A graduate of Southern Methodist University, Mr. Branyon holds a graduate certificate from the American Institute of Banking. He has been with Mercantile since July, 1950, and had worked in the transit, audit and collection departments before coming with the trust department.

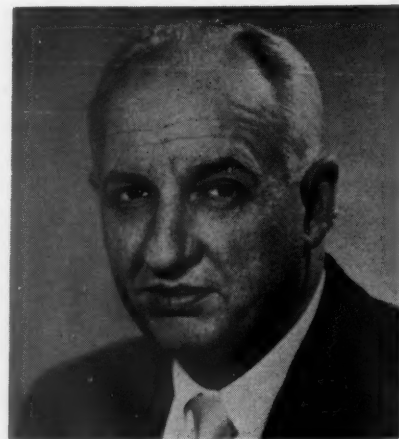
HARRY I. FREEDMAN, Dallas attorney, has been added to the board of directors of Macatee, Inc., building materials distributor. Mr. Freedman, a member of the law firm of Spafford, Spafford, Freedman, Hamlin, Gay and Russell, has been the Macatee legal counsel for 23 years.

★

ALBERT P. SOSSAMAN has been advanced to assistant vice-president and **S. J. COSTANZO, JR.**, has been elected an assistant cashier of The First National Bank in Dallas. A native of San Augustine, Texas, Mr. Sossaman has been with First National for over 32 years. Prior to his promotion he was an assistant cashier in the bank's financing department. Mr. Costanzo joined First National in 1952, and is a loan officer in the installment finance department.

★

BOB TRIPP, former news director of WFAA-TV, Dallas, has joined First National Bank in Dallas as assistant director of advertising and public relations. Mr. Tripp, a 1947 journalism graduate of the University of Iowa, has served in all news gathering capacities at WFAA Radio and Television for the past ten years. He is a past president of the Texas Associated Press Broadcasters Association.



WILLIAM A. ROTH has been appointed executive vice-president of Space Corporation in Dallas. Mr. Roth was for 14 years vice-president and factory manager of McDonnell Aircraft Corporation in St. Louis and vice-president, general manager and a director of Cleveland Pneumatic Tool Company for four years. As executive vice-president of Space, he will be in complete charge of the company's operating departments.

Dallas at-
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Appointments and Promotions—

J. VIRGIL COTTLE, JR. and **FRANK A. JEFFETT** have been named vice presidents of the Republic Insurance Company of Dallas. Both men had previously served as assistant vice-presidents in the Reinsurance Division. A graduate of Baylor University, Mr. Cottle joined Republic in 1954. Long active in insurance circles, he is a past president of the Texas Underwriters Association. Mr. Jeffett is a graduate of the University of Arkansas, and has completed a number of special insurance courses. He became a special reinsurance representative for Republic National Life in 1954, and was made an assistant vice-president in 1955.

★

VAN CALVIN ELLIS, JACK D. BROWN, and **JAMES W. CAMPBELL** have been promoted to vice presidents by Morton Foods. Mr. Ellis, new vice president in charge of sales, was formerly general sales manager. Mr. Brown has been advanced from production and quality control manager to vice president of production; and Mr. Campbell was promoted from buyer to vice president in charge of purchasing. Morton Foods also has announced the promotion of **DONALD M. GUEST** from office manager to Comptroller.

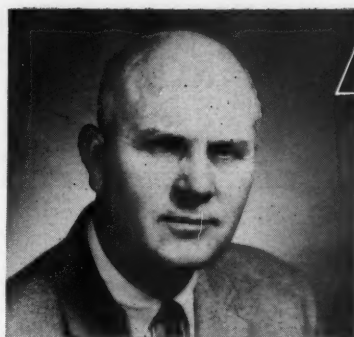
★

C. L. (MACK) McCAW, JR., has been named manager of the Dallas service office of Life Insurance Company of North America. In his new post, Mr. McCaw is associated with **ALFRED H. BENJAMIN** and **OVERTON W. HOUSTON**, managers in Dallas for Indemnity Insurance Company of North America and Insurance Company of North America respectively. A graduate of Baylor University, Mr. McCaw first entered the life insurance business as a personal producer in Dallas for Guardian Life Insurance Company, later becoming brokerage manager for the firm. He joined Life Insurance Company of North America in 1958 as assistant manager of the Dallas Agency.

★

JOE HILL has been appointed sales manager of Donovan-Galvani of Dallas. This is a newly-created post, established to supervise the expansion of the sales force and to coordinate customer service and promotional activity. Mr. Hill has been with the Donovan firm for the past four years. Earlier, he was with Rice-Stix as sales representative.

DALLAS • JULY, 1959



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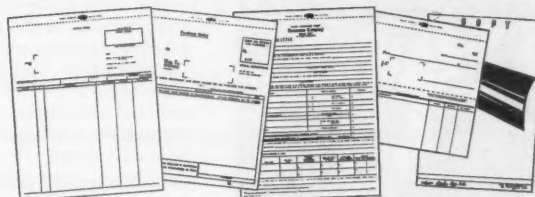
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ACME BUILDING MAINTENANCE CO.

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the hardest working 8 ounces in the world

it produces*

86% increased interest
and enthusiasm81% greater
comprehension

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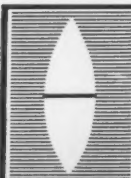
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89% improvement in
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efficiency

All this from 8 ounces of MPI slide film and record. These 8 ounces can work for you!

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into LINE DRAWINGS**

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522 BROWDER ST. • DALLAS

Riverside
1-5501

**Appointments and Promotions—**

H. J. GRUY has been elected president of H. J. Gruy and Associates, Inc., and the company has moved into expanded quarters in the Southland Center in Dallas. Other officers are **IRENE HASKETT, C. M. NETHERLAND** and **ARTHUR WESSELY**, vice-presidents, and **WILLIAM K. HORN**, secretary-treasurer.

✱

W. HUNT DUNAWAY, JR., has been promoted to vice-president of the Texas Bank and Trust Company and **GIPSON EDGAR CARPENTER, JR.**, has been named assistant cashier. Mr. Dunaway, formerly an assistant vice-president, has been with the bank since 1954. A native Texan, he is a graduate of Trinity University and has taken courses with the American Institute of Banking. Mr. Carpenter has been with the bank since 1955. He attended Buford Business College and also studied American Institute of Banking courses.

✱

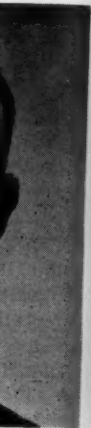
ROBERT C. KOHLER, JR., ROBERT J. MACON and **GRANT E. ENNIS** have been promoted to vice-presidents of Guardian Savings and Loan Association. Mr. Kohler has been an assistant vice-president for the past two years. Before joining Guardian, he was with General Motors. Mr. Mason joined the Association as assistant secretary seven years ago and was named branch manager in 1957. He will continue to serve in that capacity. Mr. Ennis formerly was secretary of Guardian.

World's No. 1 Dictating Machine



4030 H. Hines Dallas 19 LAkeside 4-4626
FRED L. HAYNES, District Manager

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1959

Appointments and Promotions—



AUSTIN SCHNEIDER, veteran radio and television newsman, has been named news director of WFAA-TV, Dallas. Since joining the WFAA-TV news staff in 1958, Mr. Schneider has served as editor for the six p.m. and ten p.m. news programs. He has been in radio and television news work for the past twelve years and previously served as director of news for KVTU, Sioux City, Iowa, and KETV, Omaha, Nebraska.

★

JOHN K. PEARCY has joined the real estate firm of Bolanz & W. C. (Dub) Miller. A long-time resident of Dallas, Mr. Percy graduated from St. Mark's School and Tulane University and has completed his graduate work in the School of Business at Southern Methodist University. He will handle sales and leases of business property.

★

N. D. MUSSER has been named sales manager of the newly-formed Dallas district of The Philip Carey Manufacturing Company, Cincinnati, Ohio. The Dallas territory will cover the states of Louisiana, New Mexico, Oklahoma and Texas, and was formerly part of the company's Southwest district, of which Mr. Musser, has been assistant sales manager. Mr. Musser, a graduate of Iowa State College, has been with Carey since 1948.

★

DICK MORRISON has been named general sales manager of Commercial Recording Corporation, Dallas, producers of musical advertising. **BOB FARRAR** has been promoted to vice-president of the firm; **TOM LOY** is the company's new chief engineer, and **KAY NESOM** has been appointed office manager. Mr. Morrison formerly was general manager of KBOX, Dallas.

DALLAS • JULY, 1959

Specialists In

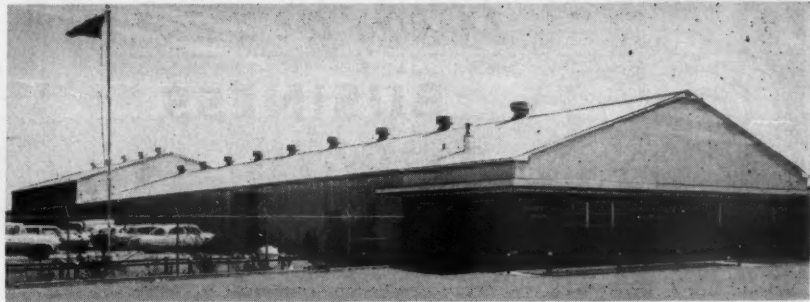
WEATHERBY

AIR CONDITIONING CO.

LA 6-8601

AIR CONDITIONING

Metallic Buildings Prove Popular With Western



A third extension to an original Metallic steel building from Delta Steel Buildings Co., has recently been completed for Western Boiler Engineers, 1616 Anson Road, Dallas, shown above. The original building from Delta was in 1955 with an extension added several years later and recently a third steel building 40' x 134' x 12' eave. Western is happy with their Metallic buildings as they can expand easily and with economy. For an extension on your present building or a new steel building, contact Delta Steel.



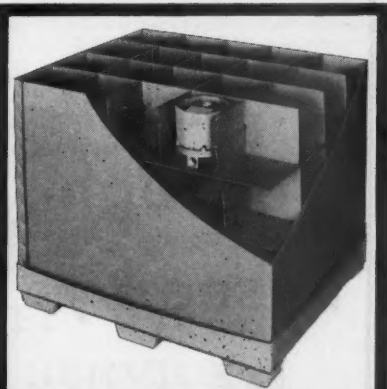
For your steel building requirements,
contact DELTA STEEL BUILDINGS COMPANY, Dallas.

Delta Steel Buildings Co.

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MINES BLVD.
DALLAS,
LA 6-7443

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Packaging costs sink to new lows when containers are properly made. This reduction in time and cost is a big factor to help plant production reach new peaks. Let Lane advise you on the correct corrugated packaging.

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COMPANY

**Attractive One or Two Room Offices
With Reception Area**
All Modern Conveniences and Continuous 24 Hour Air Conditioning
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Home of the Dallas Athletic Club
Live Oak, St. Paul and Elm Streets RI 2-6319



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LOCATION?**

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**Light
enough
to see by**





A gentlemanly whisky...superbly
light of body yet in flavor generously
round; a whisky to be taken with
respect and affection, such as went into
its distillation, blending and making.

MACKINLAY'S
SCOTCH WHISKY

ALSO AVAILABLE—8 and 12 year old
as blended by the Mackinlay
family for four generations.

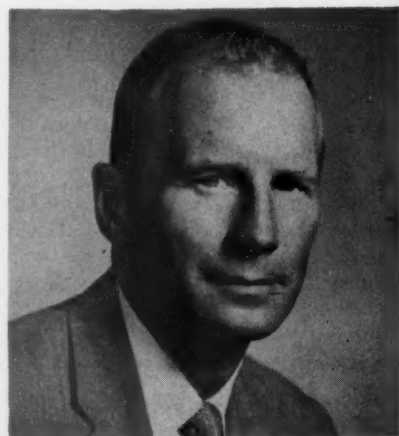
86.8 Proof Blended Scotch Whisky • Established 1820
Golan Import Company • Culver City, California

Appointments and Promotions—



ALLEN E. WADE has been appointed territorial sales manager of all of Hesse Envelope Company's out-of-town sales areas. The firm currently serves a five-state area comprising Texas, Oklahoma, Arkansas and parts of New Mexico and Louisiana. Mr. Wade attended East Texas State College and the University of Texas. He joined the Hesse Envelope sales force in February, 1956. The firm has recently opened a sales office in Lubbock.

★
JOSEPH HOMEN has been named vice president of Professional Men's Association of Texas, Inc. Mr. Homen joined the company in 1957 when he came to Dallas from Providence, Rhode Island, where for many years he had served in managerial and supervisory capacities with leading financial institutions of that area.



EDWIN N. LENT has been named director of manufacturing for Collins Radio Company's Texas Division. Mr. Lent, an employe of Collins for the past 19 years, formerly was director of aviation sales for the company in Latin America. In his new post, he will direct the electronic firm's manufacturing activities at 1930 Hi-Lane Drive in Dallas.

Appointments and Promotions—



DAVID F. ROBINSON has been appointed general manager of Machine Tool Sales Company, a division of Tool Supply & Engineering Company. Mr. Robinson has been connected with the machine tool industry for over 25 years, starting his career as a trainee, junior salesman and district representative of the William Sellers Company, Philadelphia. For the past six years, he has been a member of the sales staff of Giddings & Lewis Machine Tool Company, serving in their eastern office.

★

ROBERT H. STEWART, III, senior vice-president of The First National Bank in Dallas and **PHIL KIRCHHAINE**, secretary-treasurer of the Dallas Transit Company, have been elected to the board of directors of the transit firm.



EMMETT E. MAXWELL has been appointed sales manager of the wholesale division of Huey and Philp Company of Dallas. Mr. Maxwell comes to Huey and Philp from St. Louis, Missouri, where for many years he was sales manager in charge of from 30 to 70 sales territories of Shapleigh Hardware Company.

DALLAS • JULY, 1959

YOU NAME IT!
WE'VE GOT IT!

CAULKING COMPOUND
PLASTER SAND
METAL CASINGS
ALUMINUM SUN SHADES—EXTERIOR
SAND BLASTING MATERIALS
FIRE PLACE ACCESSORIES
FLOOR PATCHING MATERIALS
COVERING FLOOR PRIMER
VINYLIZED WALL LATH NAILS
INSULATION ALUMINUM WINDOWS
HOES—Mixing
ASPHALT TILE AND ACCESSORIES
METAL PARTITIONS
LIGHTWEIGHT CONCRETE
HYDRATED LIME
ACID—MURIATIC
TIE WIRE
POURED ROOF DECKS
FLOOR WAX
ACCOUSTICAL PLASTER
INSERTS—CONCRETE
FIRE BRICK
ACCOUSTICAL TILE
PULVERIZED QUICK LIME

BLUE DIAMOND COMPANY

Serving the Building Industry Since 1924

TELEPHONE HA 8-1331 2722 Logan Street Dallas 15, Texas

OPEN YOUR SAVINGS ACCOUNT

GROW FINANCIALLY WITH US!

3 1/2%
Per Annum

DALLAS FEDERAL SAVINGS AND LOAN ASSOCIATION

HOME OFFICE BUILDING • ELM AND AKARD

FIFTY YEARS OF SERVICE

GREAT SOUTHERN
Life Insurance Company
Founded 1909
Home Office • Houston, Texas

DALLAS AGENCY
P. H. Huffstetler, Manager
4314 North Central Expressway Dallas

LUMBER LARGE AND COMPLETE STOCKS

YELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

SPECIAL ATTENTION GIVEN TO INDUSTRIAL
AND DEFENSE PLANT ORDERS

OLDHAM LUMBER COMPANY

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Phone TA 1-5194

your insured savings earn **3 $\frac{1}{2}$ %**

Metropolitan

SAVINGS AND LOAN
Association

current rate
compounded
semi-annually

1400 Main Street • Dallas • RI 1-5101

FINEST MODERN FACILITIES...

...conveniently located to serve the entire Dallas Metropolitan Area with accessibility to meet the distributors' needs. Our Latimer Street and Austin Street single floor warehouses have large parking and dock areas together with ample Railroad Sidings.

FACILITIES INCLUDE

- Merchandise Storage
- Pool Car Distribution
- Household Goods Moving and Storage
- Crating — Packing — Shipping
- Agent Allied Van Lines
- Field Warehousing
- Office and Display Space
- Office Records Storage
- Special Equipment for Machinery Handling and Setting

NOW AVAILABLE...a few convenient, comfortable and attractive small air-conditioned offices located in our building. Can furnish telephone answering service, mail handling, stenographic service if desired, at reasonable rates. Call RIverside 2-7111 for details.

ESTABLISHED 1875

G. K. Weatherred
President

C. E. Bradley
Vice-President

R. M. Waskom
Secy.-Treas.

**Dallas Transfer
AND TERMINAL
WAREHOUSE CO.**

2ND UNIT SANTA FE BLDG.



Appointments and Promotions—



JAMES R. BROWN, JR. has been appointed director of manufacturing of Dresser Industries, Inc. Mr. Brown, a graduate of the University of Pennsylvania, with a degree in mechanical engineering, comes to Dresser from the Baldwin Lima Hamilton Corporation in Eddystone, Pennsylvania, where he served successfully as coordinator of industrial engineering, general superintendent for transportation products, manager of foundries, and works manager.

★

W. L. HODGES has been promoted to vice-president, production; **ART WOERHEIDE** has been advanced to vice-president, engineering, and **RONALD M. HAWKINS** has been elevated to vice-president, finance, of Stekoll Petroleum Corporation. Mr. Hodges, a 14-year veteran with the Stekoll enterprises, first joined the production firm at Independence, Kansas in 1945. Since 1957 he has been general field superintendent for Stekoll's production in Kansas, Texas, and most recently, Canada. Mr. Woerheide, a graduate of Missouri School of Mines, joined Stekoll in 1957 as chief engineer. He formerly was vice-president and chief engineer for the Byrd Oil Company. Mr. Hawkins, a graduate of Boston University Business School, came with Stekoll Petroleum this spring from Dallas Rupe & Son, Dallas investment banking firm.

★

G. JACK McGAHA has been elected vice-president of Nationwide Food Service, Inc. Mr. McGaha will head southwestern regional offices and supervise company operations in a seven-state area. Nationwide operates the United States Senate Restaurant and offers services as an industrial caterer.

APPOINTMENTS AND PROMOTIONS

Name	Company	Position
James R. Bostwick	Heath Company	Assistant to vice president
W. Perry Bowen	Reynolds-Penland	Credit Sales Manager
Harry Branham	American Airlines	Sales Representative-in-Training
Del H. Burrell	Signode Steel Strapping Co.	District Sales Manager
Dan L. Cahill	Collins Radio	Sales Promotion Manager, Lightweight Aviation Products
William T. Capps	Lone Star Life Ins.	Secretary
Richard L. Carr	Bell Helicopter Corp.	Military Contracts Representative
Don Cusenbery	Jones-Carl, Inc.	Publicity Coordinator
Emmett H. (Zeke) Evans	Dal-Tex Aviation	Vice President
H. Dustin Fillmore	Texas & Pacific Railway	Attorney
Robert L. Goetz	Inland Container Corp.	Production Manager
George R. Gorski	Dole Hawaiian Pineapple	Southwestern Sales Manager
James H. Green Jr.	Alpha Corporation	Manager, Engineering Dept., World Net Division
W. D. Hearn	American Airlines	Airfreight Sales Representative
The Rev. Carl E. Keightley	Texas Christian Advocate	Editor
B. Norris Ledbetter	Texas & Pacific Railway	Traveling Freight Agent
Charles L. Lowe	Texas Delivery Service	Assistant Sales Manager
Volney B. Martin	Dr Pepper	Sales Training Manager
K. L. Miller	Katz Agency, Inc.	Radio Sales Representative
Max McNeil	Dr Pepper	Manager, Can Sales Division
C. J. Oxley	Higginbotham-Pearlstone Hardware Co.	Cashier, Secretary
Ed Pitman	Danna Construction Co.	Sales Manager
R. Doug Pollock	Dr Pepper	Industrial Engineer
Wilford R. Pruett	Park Cities Bank & Trust	Assistant Vice President
William E. Read	Dallas Union Securities	Representative
Victor E. Simon	National Supply Co.	Southwestern District Traffic Manager
Ernest M. Sones	Strickland Transportation	Special Sales Representative
W. H. Smith	Lone Star Life Ins.	Chairman of Board
Art Summers	Lone Star Life Ins.	Southwestern Division Manager
Ben F. Tisinger	Lone Star Life Ins.	Vice Chairman of Board
Parks E. Williams Jr.	American Airlines	Supervisor, Reservations Sales
M. D. Wommack	Genell Diversified Properties	Controller




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HOWELL H. WATSON

Realtor

Fidelity Union Life Building • DALLAS • Phone RI 1-1793

VELOPES • TENSION ENVELOPES • TENSION ENVELOPES • TENSION ENVELOPES • TENSION ENVELOPES



5 REASONS WHY TENSION

DISPLAY WINDOW MERCHANDISE ENVELOPES

Can Increase Sales

1. Tension's Display Window envelopes attract customer attention—stimulate more impulse purchases.
2. Display window lets customer see the merchandise—its color, texture, form.
3. Seal 'n REseal (the closure that can be opened and closed time and time again) lets customer take out merchandise for close examination and replace it.
4. Envelope protects merchandise—always keeps it in salable condition.
5. Envelope makes product easy to display—easy to ship—and easy to stock at retail outlets.

Tension can create for your merchandise an envelope with display window die-cut in any shape—in any position. And Tension know-how assures "perfect perimeter sealing" of the window patch for smooth, snag-free insertion. Ideal for advertising mailings, packaging parts, product merchandising, and special communications.

FREE
SAMPLES

Tension Envelope Corp.
Rm 507—209 Browder Bldg. • Dallas, Texas
Riverside 7-4482

Please send me, without obligation, free Tension Display Window Envelopes used by other firms in our field.

Name.....Title.....

Firm Name.....

Address.....

City.....Zone.....State.....

347

ADVERTISERS IN THIS ISSUE

AND THEIR ADVERTISING AGENCIES

THE ACERS COMPANY	64	S. I. EWING & CO. INC.	67	NICOL SCALES, INC.	68
ACME BUILDING MAINTENANCE	90	Agency — Marvin Winsett Adv.		Agency — Crook Advertising	
ADLETA SHOWCASE COMPANY	66	EXCHANGE BANK & TRUST COMPANY	80	OLDHAM LUMBER COMPANY	94
Agency — Preis, Byland & Preis, Inc. Adv.		Agency — E. G. Shumard Adv.		F. S. OLDT CO.	58
HOTEL ADOLPHUS	45	EXCHANGE PARK	87	Agency — R. B. Moreland & Co., Advertising	
Agency — The Jordan Company, Advertising		EXLINE-LOWDON CO.	89	ORKIN EXTERMINATING CO., INC.	56
AMERICAN BUILDING MAINTENANCE CO. OF DALLAS	65	Agency — Hepworth Adv. Company		PACKARD-BELL DISTRIBUTING CORP.	41
Agency — R. B. Moreland & Co., Advertising		FIRST NATIONAL BANK IN DALLAS	10	Agency — Ted Workman Adv.	
AMERICAN SAVINGS & LOAN COMPANY	39	Agency — Rogers & Smith, Advertising		PADGETT PRINTING & LITHOGRAPHING	65
ASSOCIATED FEDERAL HOTELS	46	FREEMAN DECORATING CO.	27	PARKWAY MOTOR HOTEL	38
Agency — John Peyton Dewey Adv.		(Freeman of Dallas)		JIM RANDOLPH & COMPANY	56
AUSTIN-GODFREY DUDE RANCH	82	Agency — Wesley Day & Co. Advertising,		RELIANCE LIFE & ACCIDENT INS. CO.	58
BAKER HOTEL	6	Des Moines, Iowa		Agency — R. B. Moreland Advertising	
Agency — Alert Advertising, Galveston		FRISCO RAILWAY	76	REPUBLIC NATIONAL BANK OF DALLAS	18
BALTIMORE BUSINESS FORMS CO.	82	Agency — Warner & Todd, Inc., St. Louis, Mo.		Agency — Glenn Advertising	
Agency — Vantant, Dugdale & Co. Adv.,		GARDNER HOTEL SUPPLY CO.	68	FRANK ROGERS & SON	87
Baltimore 2, Md.		GOLAN IMPORT CO.	92	ROGERSNAP BUSINESS FORMS	86
BEATTY ENGINEERING COMPANY	67	Agency — Milton Weinberg Adv. Co.,		Agency — E. R. Henderson & Associates,	
Agency — Hepworth Advertising Company		Los Angeles, California		RUTHERFORD BUSINESS SERVICE	58
BEDDOE PRINTING COMPANY	76	J. R. GRAY CO. INC.	7	Agency — Don May Adv. Inc.	
BENNETT PRINTING COMPANY	47	GREAT NATIONAL LIFE INSURANCE CO.	89	PHIL SCHEPPS DISTRIBUTORS	64
Agency — Taylor-Norworthy, Inc., Adv.		GREAT SOUTHERN LIFE INSURANCE CO.	93	Agency — Sam Bloom Adv.	
BLANKS ENGRAVING CO.	62	Agency — Boone & Cummings,		THE SESSIONS COMPANY	99
Agency — Brough Advertising		Houston, Texas		Agency — Advertising Agency, Inc.	
BLUE DIAMOND COMPANY	93	HARMAN ELECTRICAL CONSTRUCTION CO.	34	SHERATON-DALLAS HOTEL	48
Agency — James H. Susong Adv.		HART BOWL	4	Agency — Don L. Baxter, Adv.	
BONNIE VIEW BUILDING CORPORATION	76	Agency — Clarke-Dunagan-Hughes, Inc.		SHOPPERS PHONE SERVICE	67
BOSCO BOLT, NUT & SCREW CO.	79	HESSE ENVELOPE CO.	78	THE SIDEBORD	55
Agency — Van Roberts Advertising		Agency — Ted Workman Adv.		SOUTHERN TRUST & MORTGAGE CO.	66
STEVEN A. BOX	89	HILLCREST STATE BANK OF		SOUTHLAND LIFE INS. CO.	66
Agency — Crook Advertising		UNIVERSITY PARK	56	Agency — Delorsett Adv.	
BRANIFF AIRLINES	86	Agency — Hepworth Advertising Company		SOUTHWEST ADVERTISING & MARKETING	60
Agency — Potts-Woodbury, Inc. Adv.		HOLIDAY INN	63	SOUTHWEST PRINTING COMPANY	76
Kansas City, Missouri		JOE HOPPE & CO.	41	SOUTHWEST GREYHOUND INC.	38
BRIGGS-WEAVER MACHINERY COMPANY	37	Agency — E. G. Shumard Adv.		SOUTHWESTERN LIFE INS. CO.	61
Agency — Taylor-Norworthy Adv. Inc.		HUDSON & HUDSON	56	Agency — Crook Advertising	
DR. I. BRODSKY	38	HUMBLE OIL & REFINING CO.	59	SPARKMAN-BRAND, INC.	58
Agency — Van Roberts Advertising		Agency — McCann-Erickson Inc., Houston, Texas		Agency — Thomas R. Leslie, Advertising	
CAMPBELL & CAMPBELL - REALTORS	92	INDUSTRIAL PROPERTIES CORP.	46	STATE FAIR OF TEXAS	53
Agency — Delorsett Adv.		Agency — John Peyton Dewey Adv.		Agency — Taylor-Norworthy Adv.	
CANADA DRY GINGER ALE	85	JAGGARS-CHILES-STOVALL, INC.	90	STATLER-HILTON HOTEL	15
CANNON BALL CHAIR RENTAL CO.	40	JAY'S MARINE GRILL	68	Agency — W. W. Sherrill Co., Advertising	
CENTRAL AIRLINES	40	WALTER JETTON CATERING	57	STEWART OFFICE SUPPLY	85
Agency — Marvin Guinn and Assoc. Inc.		Agency — Parker Willson Advertising		Agency — Grant Advertising, Inc.	
Fort Worth, Texas		Fort Worth, Texas		STROMBERG-CARLSON	58
CIRCLE CONCRETE CORP.	81	KELLY GIRL SERVICE	78	Agency — Charles L. Rumrill & Co.	
CLARKE & COURTS	98	LA TUNISIA RESTAURANT	61	Advertising, Rochester, N. Y.	
Agency — Weekley & Valenti Adv., Houston, Texas		Agency — Brownfield & Associates		W. A. TAYLOR CO.	84
CLASSIFIED PARKING SYSTEM	39	LANE CONTAINER COMPANY	91	Agency — Hepworth Adv. Company	
CLEAR WATER ESTATES	75	Agency — Hepworth Adv. Company		TEMCO AIRCRAFT CORP.	54
Agency — Rominger Adv.		LANE PAPER COMPANY	83	Agency — Rogers & Smith Adv.	
OTTO H. COERVER COMPANY	68	Agency — Hepworth Adv. Company		TENSION ENVELOPE CORP.	95
Agency — Hepworth Advertising Company		LAWLERS-DUNTON'S CAFETERIAS, INC.	78	Agency — Potts-Woodbury, Inc. Adv.	
COFFEE TIME, INC.	70-71	J. W. LINDSLEY & COMPANY	78	Kansas City, Missouri	
Agency — R. J. Burke Advertising, Inc.		LONE STAR CADILLAC CO.	2	TEXAS BANK & TRUST COMPANY	50-51
DALLAS ASSOCIATION OF		Agency — Rominger Adv.		Agency — Clark-Dunagan-Hughes Adv.	
INSURANCE AGENTS	67	M. & M. LEATHER CRAFT CO.	83	TEXAS DELIVERY WAREHOUSE	56
Agency — Ayres Compton Adv.		MERCANTILE NATIONAL BANK AT DALLAS	100	Agency — James H. Susong Adv.	
DALLAS FEDERAL SAVINGS & LOAN ASSOC.	93	Agency — Ratcliffe Advertising		TEXAS DISTRIBUTORS INC.	31
Agency — Taylor-Norworthy, Inc.		METROPOLITAN SAVINGS & LOAN ASSOC.	94	Agency — Dowdell-Merrill, Inc.	
DALLAS FOUNTAIN & FIXTURE CO.	40	Agency — Auld Advertising		TEXAS EMPLOYERS' INSURANCE ASSOC.	69
DALLAS HOTEL ASSOCIATION	42-43	HENRY S. MILLER COMPANY	84	Agency — Bavel & Associates	
DALLAS PIONEERS	8-96	VANCE K. MILLER COMPANY	79	TEXAS INSTRUMENTS INC.	77
DALLAS POWER & LIGHT CO.	5	MOTION PICTURE INC.	90	Agency — Don L. Baxter, Advertising	
Agency — Rogers & Smith, Advertising		Agency — Brownfield & Assoc.		TEXAS OFFICE FURNITURE CO.	63
DALLAS TRANSFER & TERMINAL		KENNETH MURCHISON & CO.	79	Agency — The McCarty Company of Texas, Inc.	
WAREHOUSE CO.	94	Agency — E. G. Shumard Adv.		THOMAS OPTICAL COMPANY	57
Agency — Marvin Winsett Adv.		MURRAY INVESTMENT CO.	41	Agency — Dicklow Advertising	
DALLAS TRANSIT COMPANY	88	Agency — Melton Advertising		TOWN & COUNTRY RESTAURANT	61
Agency — The McCarty Company of Texas, Inc.		MUZAK SERVICE	73	TOWN HOUSE MOTOR HOTEL	84
DALLAS UNION SECURITIES COMPANY	67	Agency — R. J. Burke Adv.		TOWNE INDUSTRIAL EQUIPMENT CO. INC.	44
Agency — Crook Advertising		MCAX CORP.	3	Agency — Taylor-Norworthy, Inc., Advertising	
DALLASITE MOTOR HOTEL	68	Agency — Van Roberts Adv.		UNITED FIDELITY INS. CO.	65
DELTA STEEL BLDG. COMPANY	91	McCORMICK STEEL CO.	72	Agency — Clarke-Dunagan-Hughes, Inc.	
DICTAPHONE CORP.	90	Agency — The Clausel Company, Advertising,		HOWELL H. WATSON	95
DORSEY COMPANY	65	Houston		WEATHERBY AIR CONDITIONING CO.	91
EMPIRE STATE BANK	30	SAM ROSS McELREATH COMPANY	66	WESTERN HILLS INN	39
Agency — Ayres Compton Adv.		NATIONAL BUILDING	92	Agency — Eric Racy & Associates	
ESQUIRE STEAK HOUSE				WILHIDE EQUIPMENT CO. INC.	83
(formerly Emmott's)				Agency — Hepworth Advertising Company	

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1852 Caruth

Real Estate Investments

1869 Padgett Bros.
Company

Leather Goods —
Wholesale and Retail

1872 Dallas Transit
Company

City Bus Transportation

1874 Bolanz &
W. C. (Dub) Miller

Real Estate and Insurance

1874 Binyon-O'Keefe
Warehouse Co.

"Moving, Household Goods, and
Commercial Warehousing"

1878 National Bank
of Commerce

Banking

1884 The Dorsey
Company

Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel
Company

Structural Reinforcing
Steel and Machinery Repairs

1889 Austin Brothers
Steel Co.

Steel for Structures of Every Kind

1892 The Egan
Company

Printing, Lithographing, and
Embossed Labels

1893 Fleming &
Sons, Inc.

Manufacturers — Paper
and Paper Products

1893 Sparkman-Brand
Inc.

Morticians
Originally, Loudermilk,
Broussard and Miller



DALLAS wide spread Drive-In merchandising facilities did not necessarily originate in the modern motor era. The above photograph depicts what is apparently a gala opening of a Lemp Drive-In facility about the turn of the century. The Lemp Brewery was a pioneer industrial landmark in Dallas for many years and the showy matched teams of Lemp Brewery Horses were a colorful feature of Dallas streets in the horse and buggy era. Part of the Dallas Police Force was also mounted during that period and in 1903, George Smith, who had been a detective sergeant during the nineties, resigned to form the Smith Detective Agency and Nightwatch Service. Manpower was the backbone of this pioneer organization and fast communication was achieved by telephone and telegraph. Technical improvements through the years in surface transportation and advances in communications have changed the picture of this service. The firm is now managed by George Smith, an electrical engineer and a son of the founder. Now in its fifty-sixth year of operation, the Smith Detective Agency operation is based primarily on complicated electronic equipment providing protection for major commercial and industrial installations in Dallas and throughout the nation. The brewery horse has passed into history and the ice depot of that era has been supplanted by the modern electric refrigerator and packaged ice picked up by motorists for camping and fishing trips.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

1902 Cullum &
Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1898 Etheridge
Printing Company

Printing, Lithographing, Engraving,
Office Supplies

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1903 Smith's Detective
Agency

Burglar Alarm, Fire Alarm
Radio Patrol Service

1904 T. A. Manning
& Sons

Insurance Managers
Fire — Casualty

1907 A. C. Horn &
Company

Commercial and Structural
Sheet Metal

1908 Pure Ice & Cold
Storage Co.

Cold Storage

1911 W. W. Overton
& Co.

Investments

1912 Stewart Office
Supply Company

Stationers — Office Outfitters

1914 Koch & Fowler
and Grafe, Inc.

Consulting Engineers



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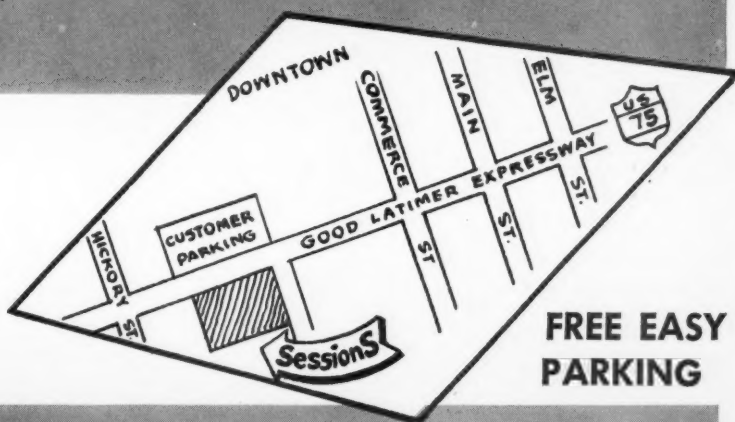
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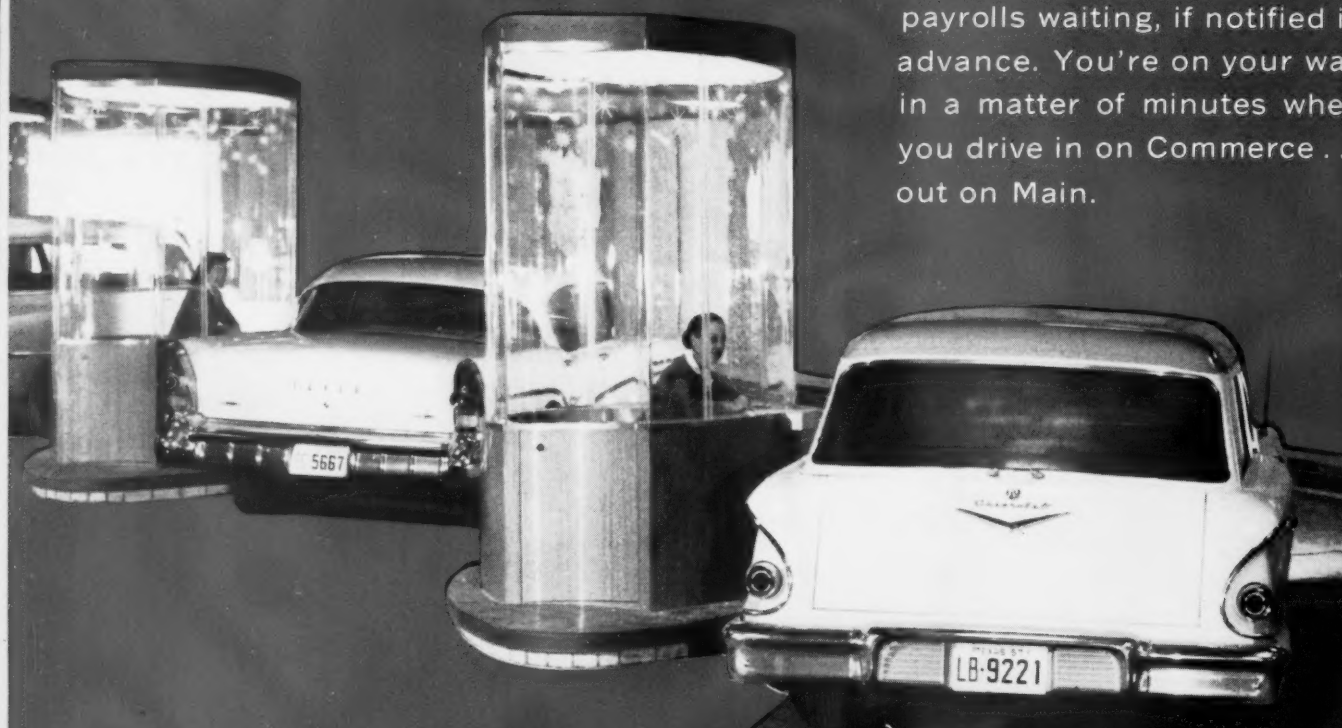
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